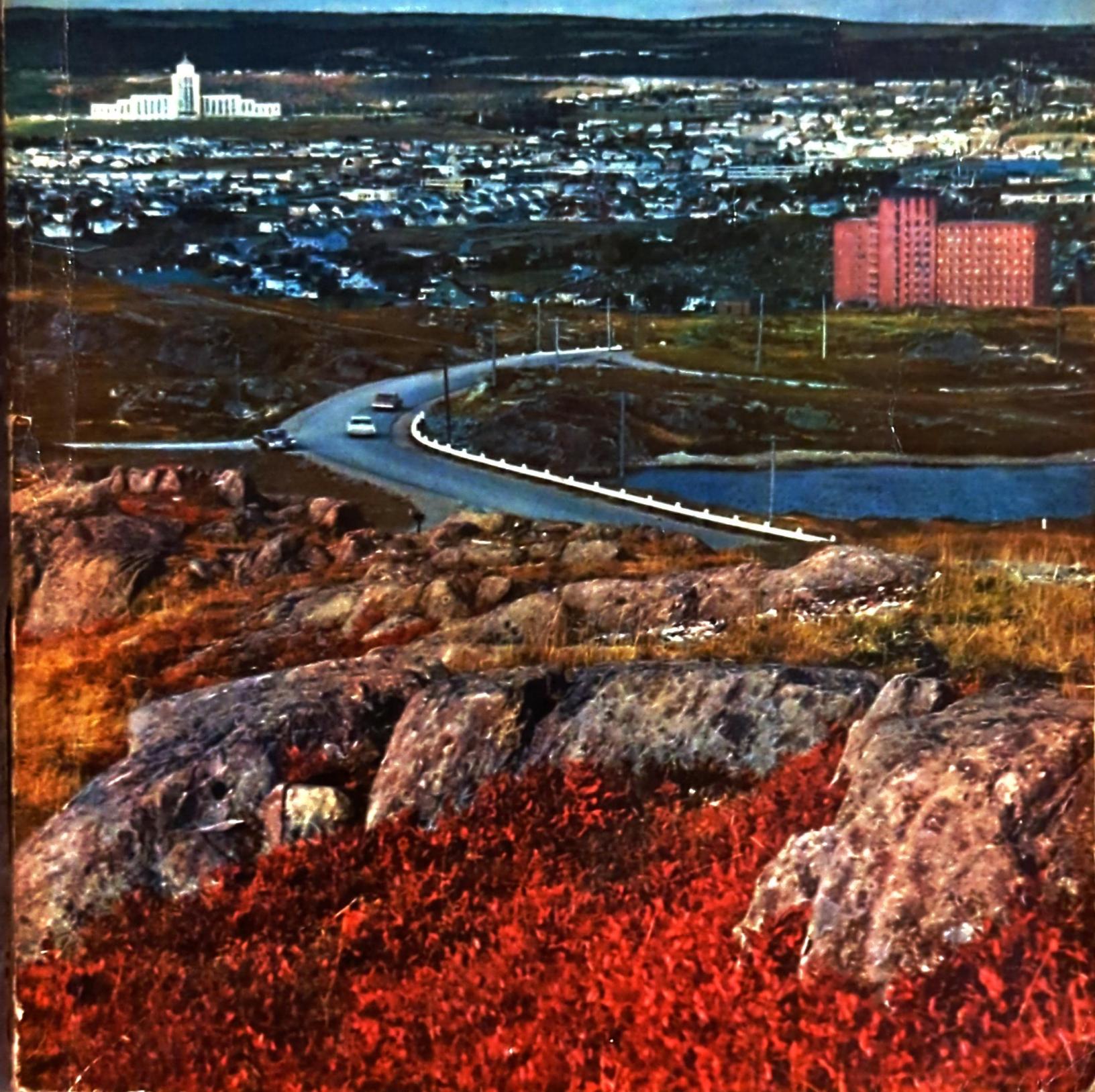
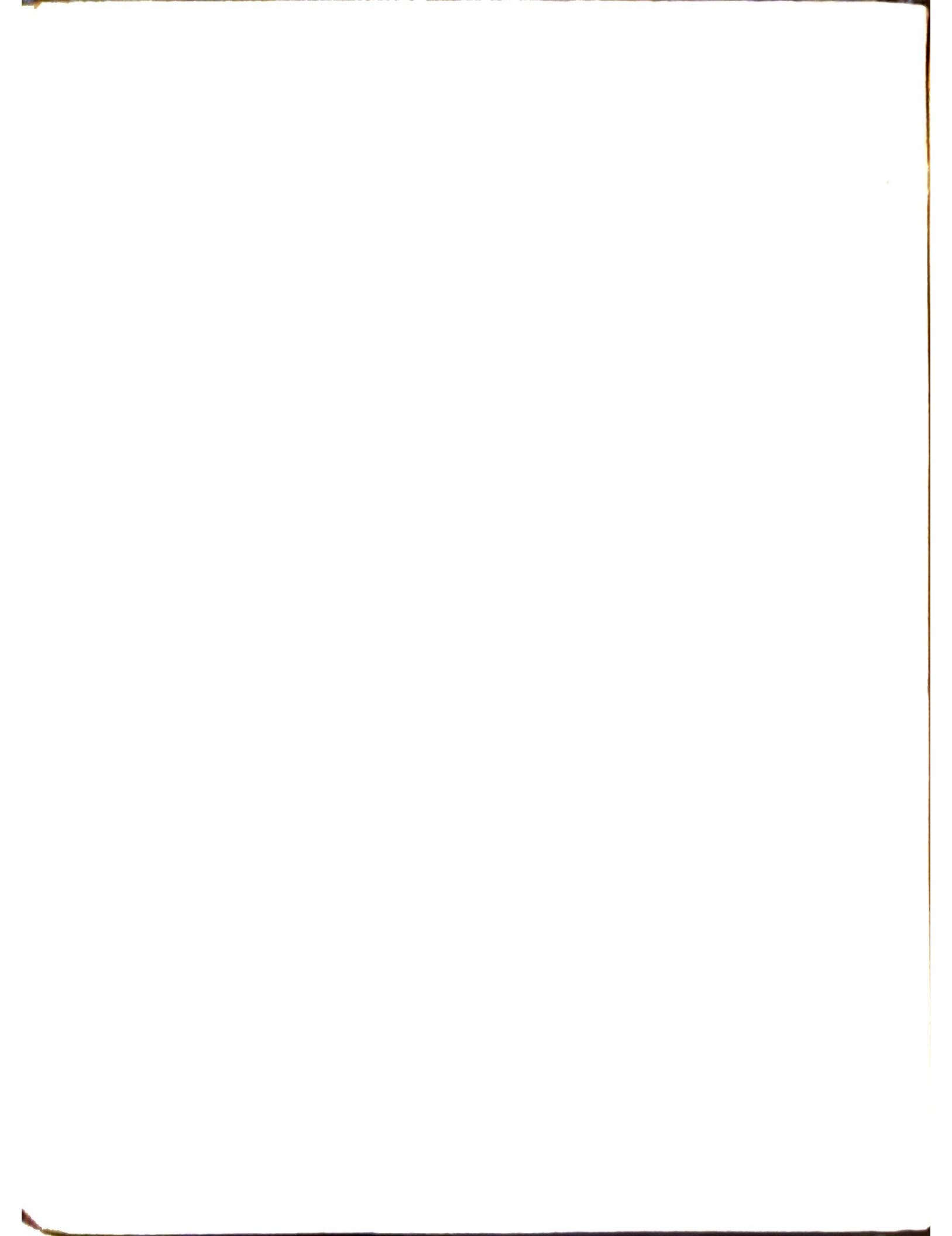


Newfoundland

Canada's
Happy
Province





Newfoundland

Canada's
Happy
Province

The remarkable story of
Newfoundland's progress
since she joined the
Canadian Federation



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Air Force, Goose Air Base.

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Premier Joseph R. Smallwood
with baby Bernard Joseph
William Hynes, the 500,000th
Newfoundlander, born July 30th,
1965, at Twillingate, the son of
Mr and Mrs Leonard Hynes.



Introduction

If you are a Newfoundlander of forty or more you know the miracle of Confederation in Newfoundland; you know it, and you marvel. You need to have lively recollections of what Newfoundland was like before, if you are to understand. If you were fifteen or twenty when Confederation came you do not know, and never will. You just have no basis for comparison. What is the greatest feature of this miracle? Education: more construction, more teachers and better, higher standards, more money spent in these seventeen years than in all the previous history of the Island. Public health: more hospitals built, and beds provided, than in all the previous history of our Island. The death rate drastically reduced, the birth rate almost the highest in the world, the incidence of disease incredibly reduced. Roads: between 4,000 and 5,000 miles of roads newly built or rebuilt, with 700 or 800 towns, villages and settlements linked for the first time by road. Municipal development: places on the Island with some form or degree of municipal government increased from three or four to more than a hundred; water and sewer systems brought to dozens of places, rural electrification to hundreds that were lit by kerosene oil. The miracle is none of these. The miracle is in our people; their new standard of living, their new confidence in themselves and in the future of their Island, their new pride in their own history, and above all in the astonishing achievements of their forefathers wrought in conditions of poverty and oppression. Compared with most other parts of Canada, and with almost all the United States, Newfoundland is still backward, still undeveloped, still suffering from low standards in private living and in public services. That particular contrast

Ministers of the Government of Newfoundland and Labrador.
Front Row Left to Right:
Minister without Portfolio,
Honourable P. J. Lewis, Q.C.;
Labour, Honourable C. H. Ballam;
Attorney General, Honourable
L. R. Curtis, Q.C.; Premier and
Minister of Economic
Development, Honourable J. R.
Smallwood, D.C.L., LL.D.,
D.Litt.; Mines, Agriculture and
Resources, Honourable W. J.
Keough; Public Works,

Honourable J. R. Chalker;
Finance, Honourable F. W. Rowe,
B.A., Paed.
Back Row Left to Right:
Minister of Highways,
Honourable E. S. Jones;
Provincial Affairs, Honourable
G. A. Frecker, B.A., B.E., D.C.L.,
LL.D.; Municipal Affairs and
Supply, Honourable B. J. Abbott;
Public Welfare, Honourable
M. P. Murray, Q.C.; Health,
Honourable J. M. McGrath,
M.D., B.Ch.; Fisheries,

Honourable C. M. Lane;
Education, Honourable H. V. R.
Earle; Clerk of the Executive
Council, J. G. Channing.



is not altogether so glaring as it used to be, though it is glaring enough. Newfoundlanders who went away from the Island ten or twelve years ago, to Ontario or New York or Massachusetts, and who come back now, fresh with memories of what they took for granted in those sophisticated places, may be disappointed in Newfoundland today. A young Newfoundlander I know went to a university in Toronto and was gone for more than two years before coming back on a short vacation. He was full of complaints about our dusty, muddy road across Newfoundland, having just driven all the way from Toronto to Sydney over good paved roads. Even when he was reminded that two years earlier he couldn't have come under any circumstances except by boat, train, airplane, or shank's mare, he was unimpressed. He only remembered what he had seen in Ontario and other mainland provinces. We have to compare the Newfoundland of today with the Newfoundland of a dozen, two dozen, years ago to see how fast and how far we have moved. And what has happened since Confederation is hardly even a

beginning! It is scarcely the laying of a foundation. We have probably more natural resources in this Province than will be found in all the Maritime Provinces together. If rich farmland were omitted, Newfoundland might still be richer in natural wealth, even if Manitoba were thrown in with the Maritime Provinces. We are proud of this, for one thing that attracted thoughtful Newfoundlanders to the idea of federating with Canada was that with the provision for the first time in our history of reasonably adequate funds, we could begin to concentrate our efforts on the supreme tasks of discovering, mapping, blue-printing, and developing our natural resources. We tend to be very contemptuous of all governments before Confederation for their neglect of these natural resources, until we remember that they, like the Egyptians of old, could not make bricks without straw. Many millions of dollars have been spent since Confederation on prospecting and measuring our natural wealth, and many hundreds of millions have been spent to develop some of these resources. It is only a beginning. More than 3,000 million dollars

will be spent to this end in the next ten years. And so we welcome our own flesh and blood, our fellow Newfoundlanders, back to the old sod in this Come Home Year, confident that most of them will be big enough in mind and heart to recognize without prompting the great and good changes that have taken place. There will be many thousands of them this year, and perhaps even more thousands next year and thereafter. With all our pride in the miracles that have happened since Confederation, we know that so very much remains to be done! And it may be that many a Newfoundlander coming back home this year will have ideas and suggestions for improvement and development. I express now the sincere desire to hear from any visitor, Newfoundlander or not, who has any suggestion to make for the further improvement of our beloved Province.

Joseph A. Smallwood



More than 2,000 miles of brand new roads have been built since the coming of Confederation, and more than 2,000 miles of old roads have been rebuilt and brought up to good standard in the same period.

Between 600 and 700 settlements that were, until the coming of Confederation, almost as isolated and remote as they had been a century before, have been linked up to the road system. These settlements contained more than one-third of our whole population.

It is doubtful whether any other Canadian Province can say what Newfoundland can say: that in these past seventeen years two-thirds of all the roads of the

Province have been constructed or reconstructed.

In all of Newfoundland's history before the coming of Confederation a total of \$36,000,000 was spent on roads. Over \$327,000,000 has been spent in the few years since. (Nearly \$57,000,000 was spent last year alone!)

Now that the great task of building the Trans-Canada Highway has been completed (except for a few miles of refinement) we can turn to the great task of building a paved highway diagonally across Labrador, from Forteau in the Strait of Belle Isle to Goose Airport at the head of Lake Melville and on through Churchill Falls to Labrador City.

This will be one of the great highways of Canada, a road that will open up a vast new area of natural wealth.

It is not too much to say that this great network of new roads is changing the whole social outlook of our people.

Money spent on snow clearing



Before Confederation \$311,127
Since Confederation \$54 million

Vehicles registered



Before Confederation 13,765
Since Confederation 92,282

Drivers registered



Before Confederation 18,438
Since Confederation 98,213

Truck drivers



Before Confederation
5,000 (earning \$10 million)
Since Confederation
20,000 (earning \$45 million)

Money spent on roads



In 452 years before 1949
\$36 million
In 16 years since 1949
\$363 million

The big job begins. Engineering
and excavating, blasting and
bulldozing . . .



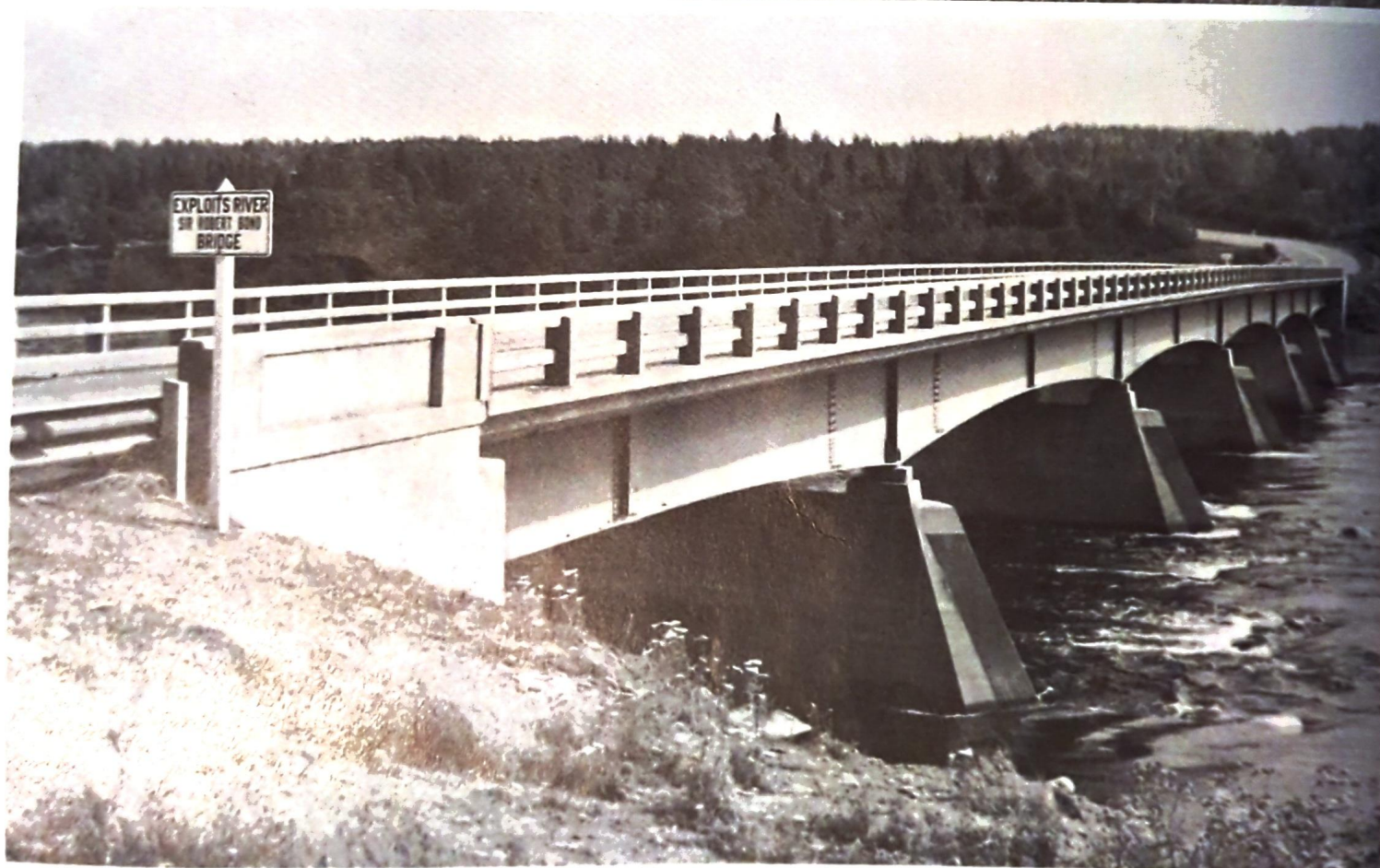
For nearly 600 miles the way is
hacked across the Island



Through cliffs . . . across
hundreds of rivers . . . and
ancient sections to be widened
and rebuilt



Many bridges and overpasses
take shape along the way



Through virgin forests, over
ponds and lakes, and across the
muskeg the job continues



Early users of the road. This narrow road had to be widened, rebuilt, and paved





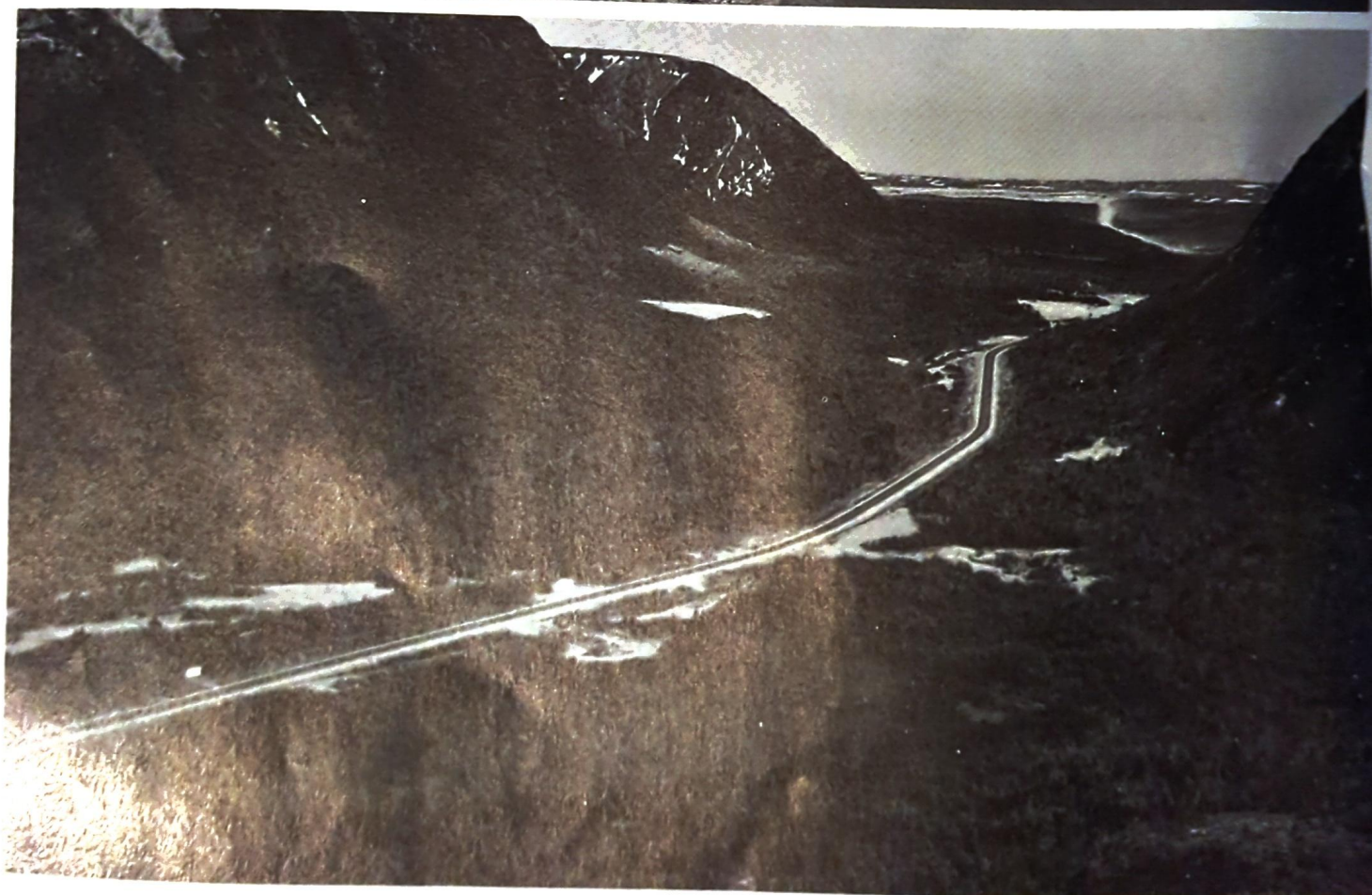
It took a lot of doing to raise this
to standard



But it begins to take shape along
the way, close by many towns,
hamlets and villages



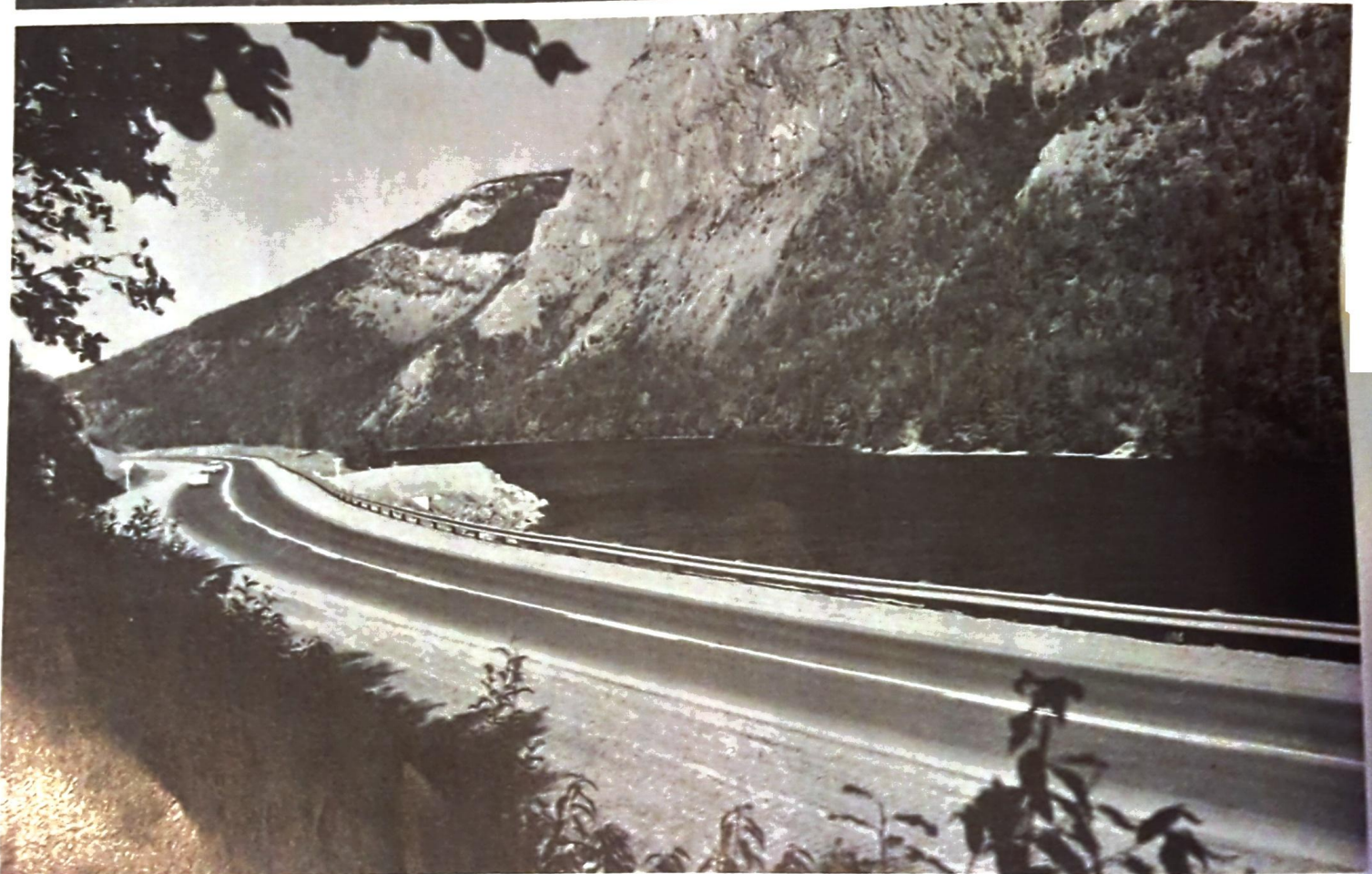
The black top gets on some parts
before other parts are even
roughed out. The bottom picture
on this page shows the Trans
Canada Highway at Red Rocks
near Port aux Basques



A few curves were unavoidable,
but Newfoundland gets her first
slow-traffic lane



Good roads, good fishing, good scenery along the way. Bottom view is a scene of the beautiful and famous Lower Humber River near Corner Brook



Newfoundland's first drawbridge
across Placentia Gut



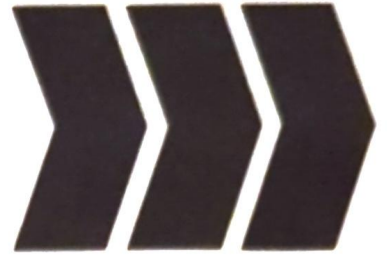
Through fishing settlements, and small coastal towns, such as South River, top right, and Gambo, bottom, the black top gets laid



In many sections all over
Newfoundland construction and
paving go on simultaneously



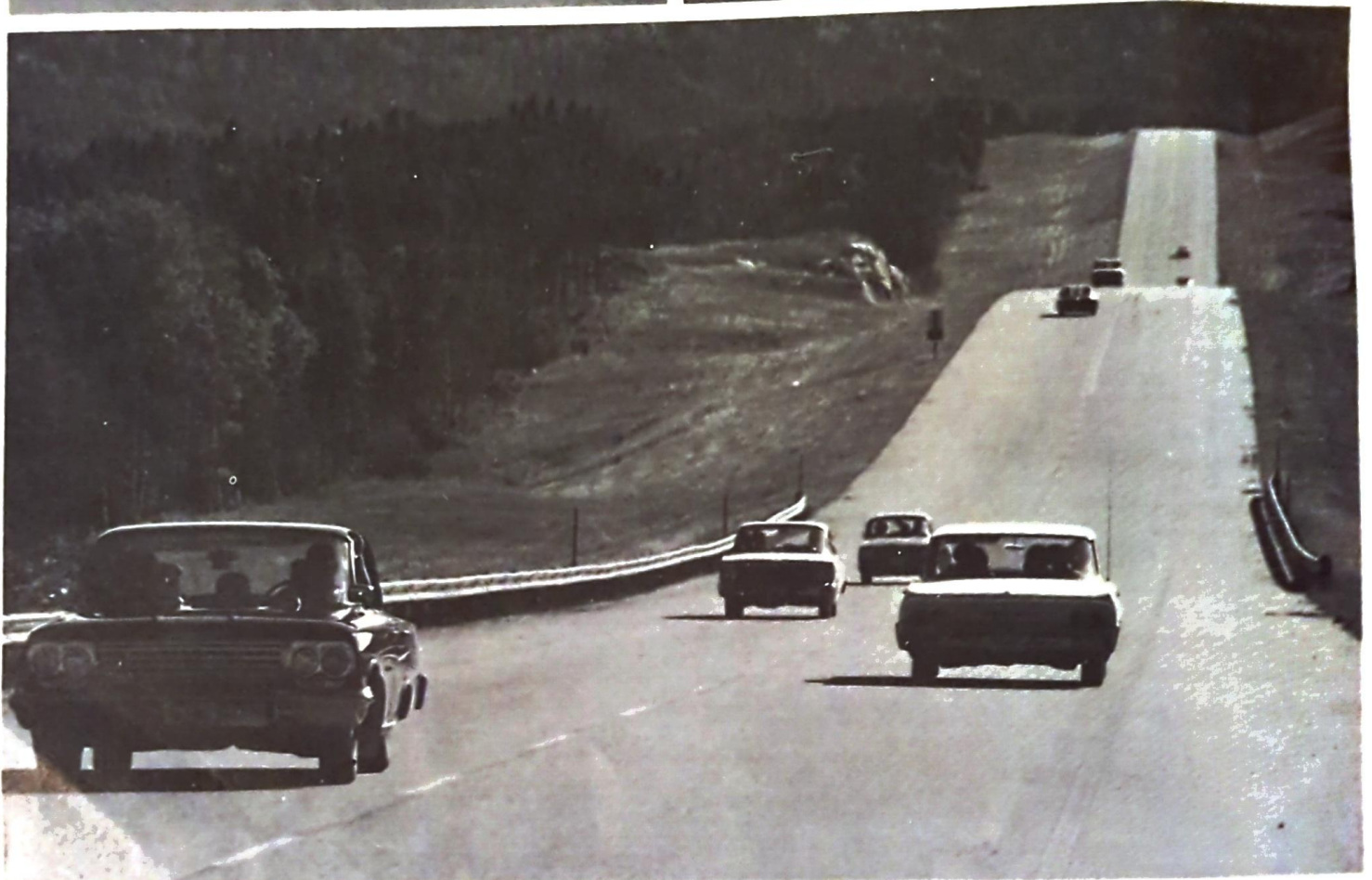
Newfoundland gets her first
clover leaf near Bishops Falls.
The bottom picture shows one
of the numerous causeways that
had to be built. This causeway
is near Pilley's Island



Still the black top goes on for miles and miles around many coves, ponds and lakes, and through open country

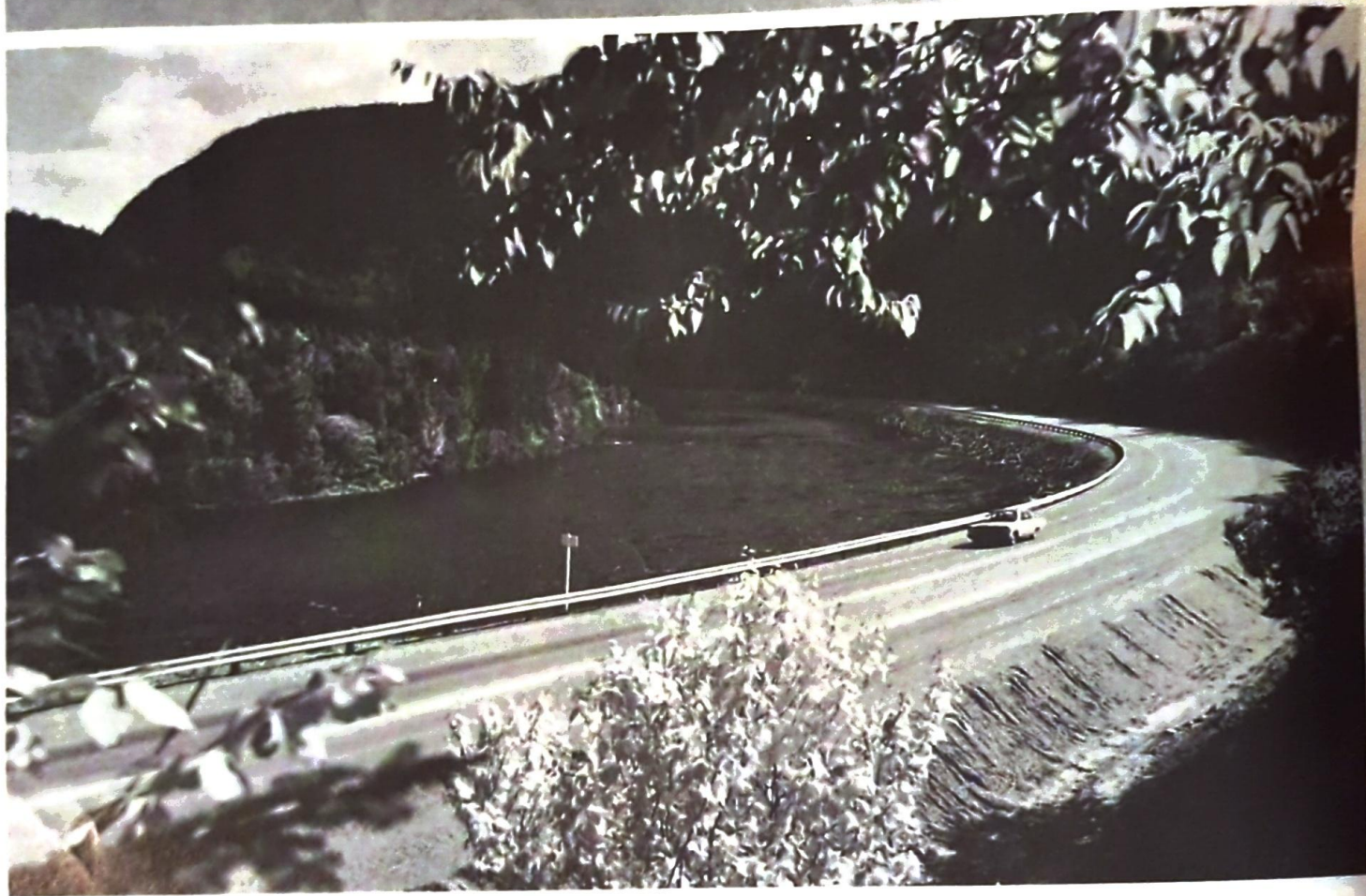


The black top is warmly welcomed everywhere—sleek clean cars and happy drivers



'The Road to the Isles'.
Connecting up New World
Island and Twillingate.
Eliminating isolation for over
10,000 people in this area

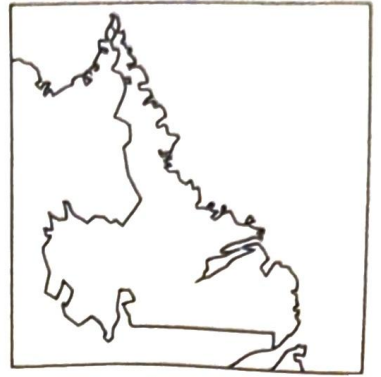




The more roads the more cars.
Here the newly constructed
highway running parallel to the
railway entering the City of
Corner Brook

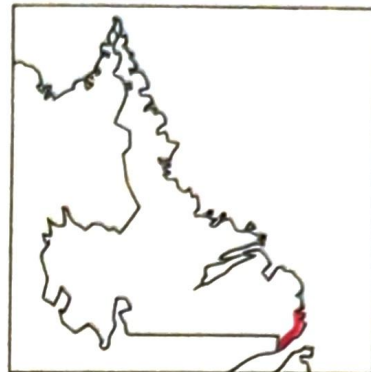


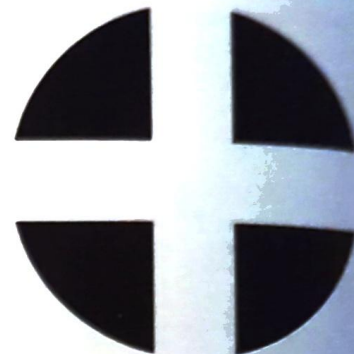
Roads before Confederation



-  Paved Highways
-  Gravel Highways
-  Under construction

Roads since Confederation





A little more than \$48,000,000 was spent on public health in Newfoundland for all the period of her history before the coming of Confederation in 1949. In the seventeen years since the total is \$233,000,000. New hospitals, nursing stations, health clinics, hospital boats, air ambulance services have sprung up, and the effect upon the standard of health of our people is startling. Newfoundland now has the highest birth rate in Canada, and the lowest death rate. Infectious and contagious diseases are fast disappearing. We are a healthier people than we have ever been before. And what has happened is merely

a beginning; hardly even that. The next great step will be the establishment of ultra modern medical colleges for the training of our own doctors and dentists. Newfoundland had the first children's free health and medical scheme in North America. It operated for several years until it was merged into the National Health scheme of Canada. Newfoundland is the only Province to introduce a scheme of free training for doctors and dentists, under which more than three hundred young Newfoundlanders are to receive training up to the point of being ready to intern. Nothing was clearer, at the coming of Confederation, than

the need for a revolutionary forward move to improve the health of our people. This move was made, and continues to gain momentum.

Hospital beds



Before Confederation 2,383
Since Confederation 4,300

Doctors



Before Confederation 143
Since Confederation 360

Dentists



Before Confederation 19
Since Confederation 46

Nurses



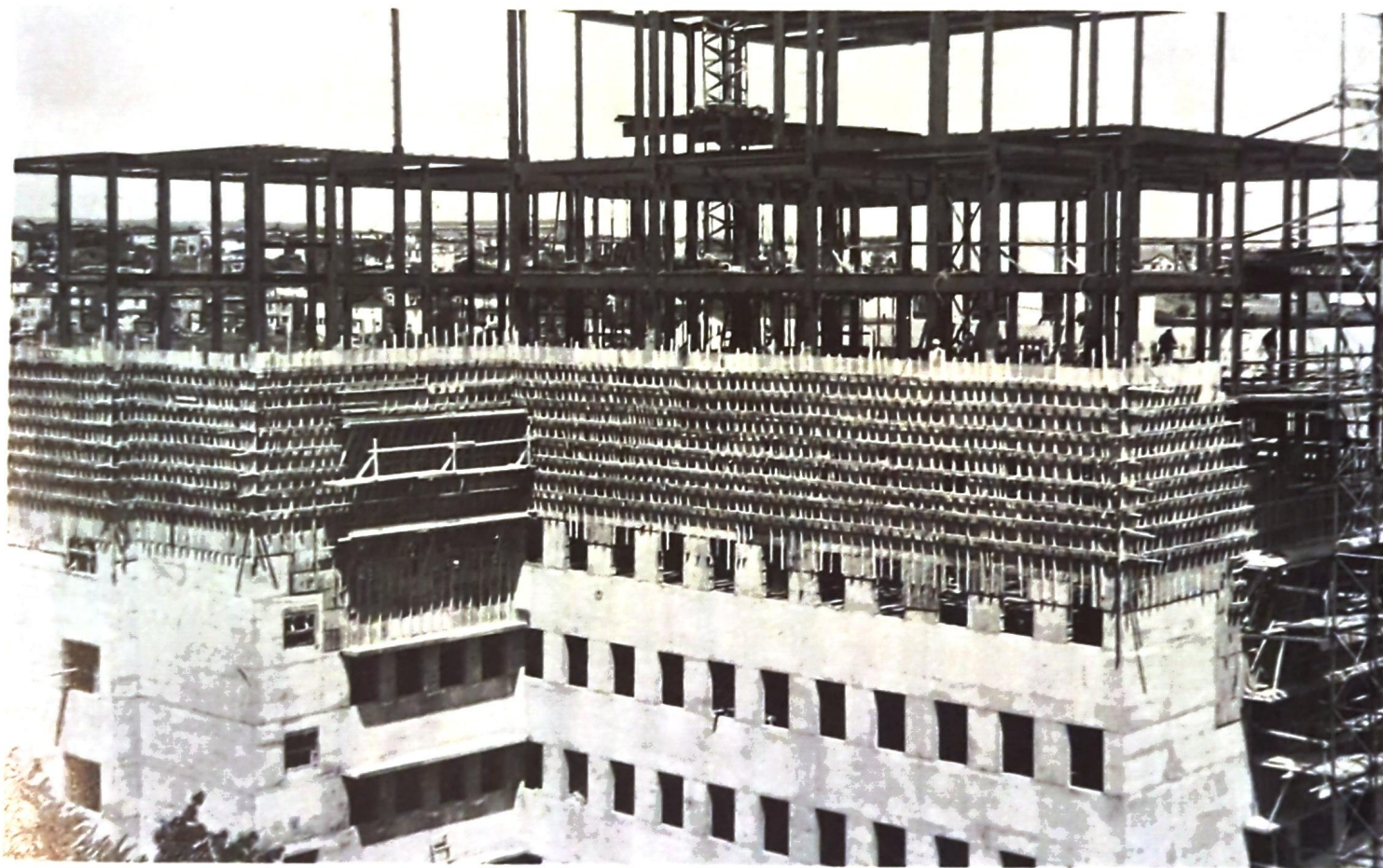
Before Confederation 350
Since Confederation 1,150

Money spent on public health

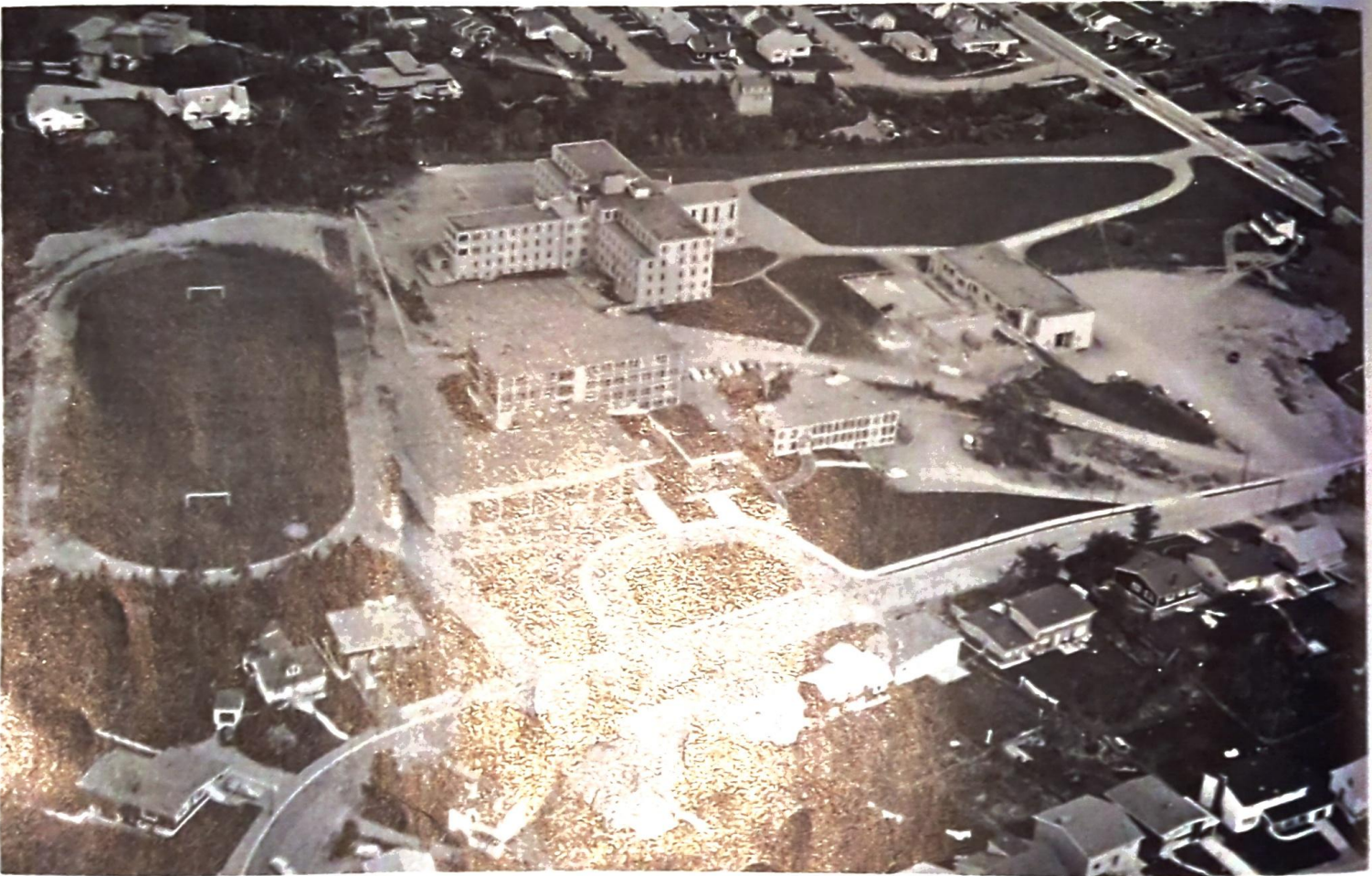
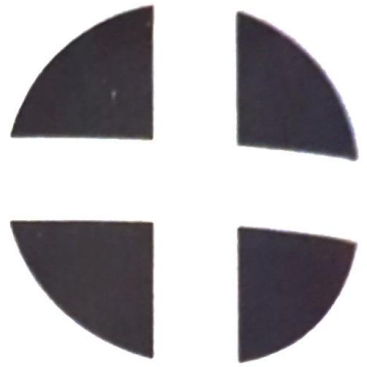


Before Confederation \$40,026,900
Since Confederation \$222,000,000

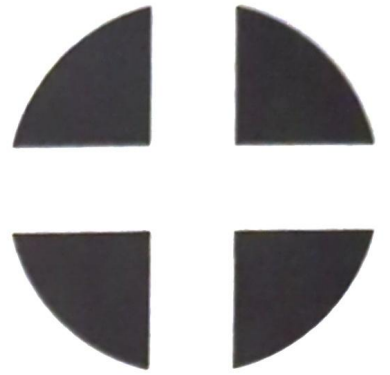
Since Confederation many millions of dollars have been spent on Homes for the Old Folk and new hospitals throughout the Province of Newfoundland and Labrador. The various denominations, in no small way, have contributed extensively to this tremendous growth. Top photograph shows an aerial view of St Luke's Anglican Home, followed by the new large extension of the Grace Hospital in St John's



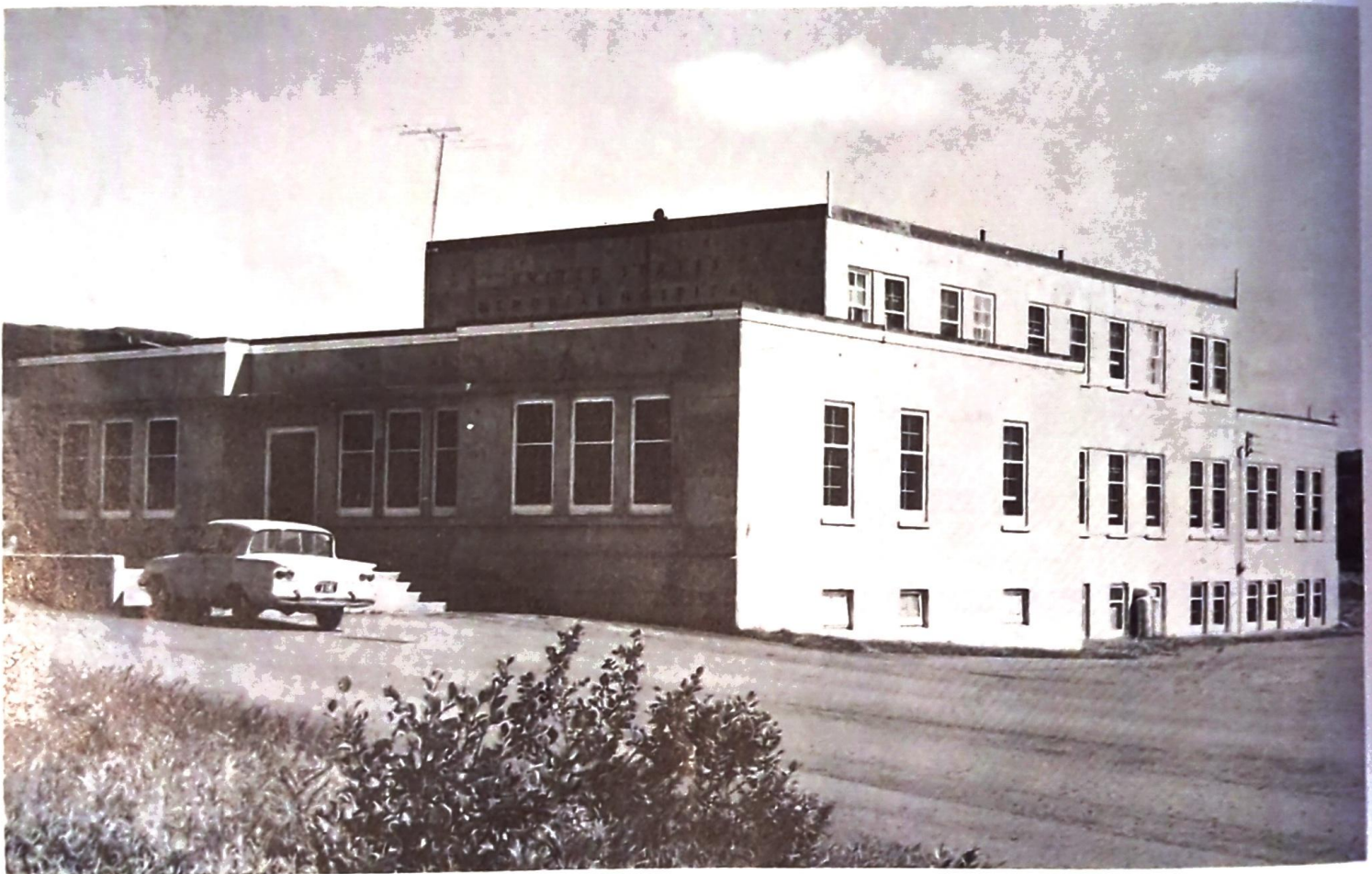
The Agnes Pratt Home for the Aged and Infirm, and the St Patrick's Mercy Home, both located in St John's



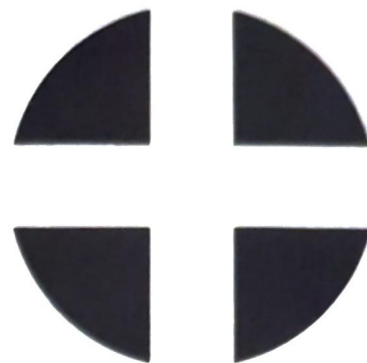
The recently renovated Hospital
at Grand Bank and the new
extension to the St Clare's
Mercy Hospital complex



Springdale also gets its Cottage Hospital, as also does Port aux Basques. Bottom photograph shows the United States Memorial Hospital at St Lawrence

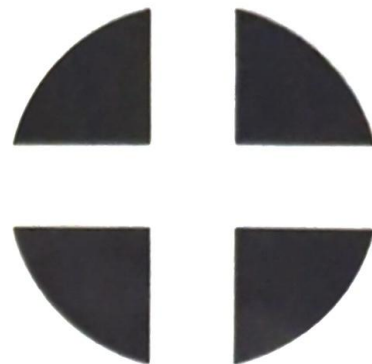


Corner Brook, Newfoundland's
second City also has its modern
hospital - Western Memorial

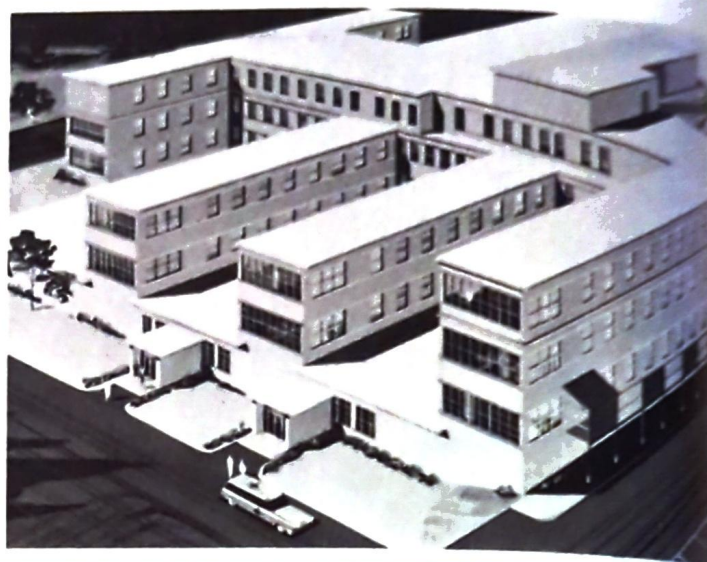




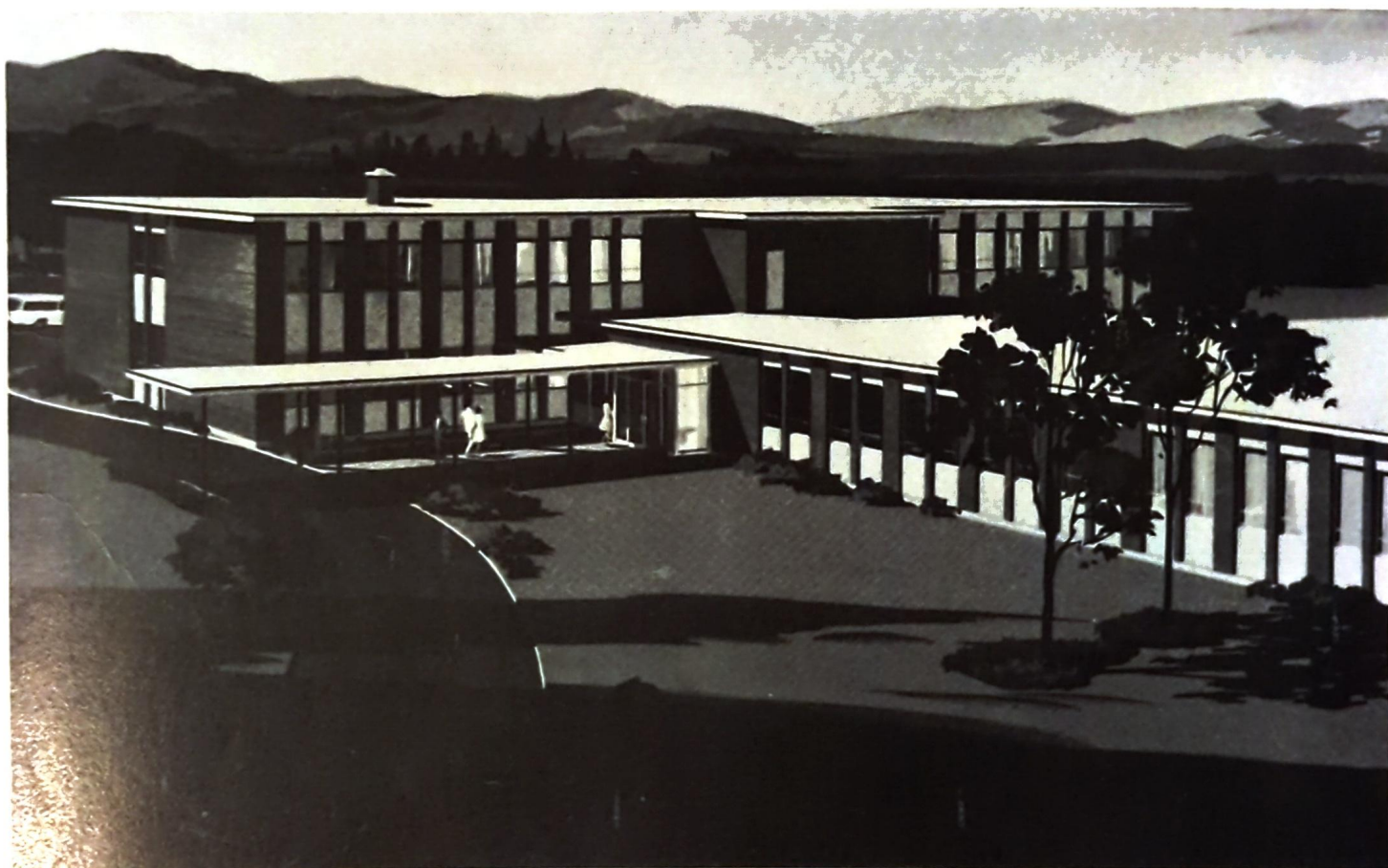
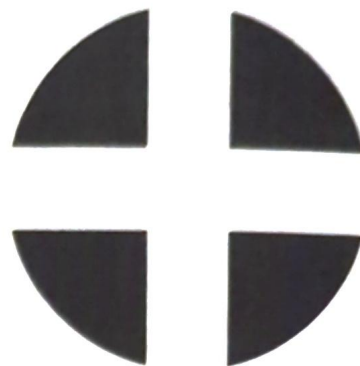
More and enlarged hospitals,
more beds, more care for the
sick. Here is the complex
General Hospital in St John's
showing the new Nurses'
Residence and the D.V.A. Wing



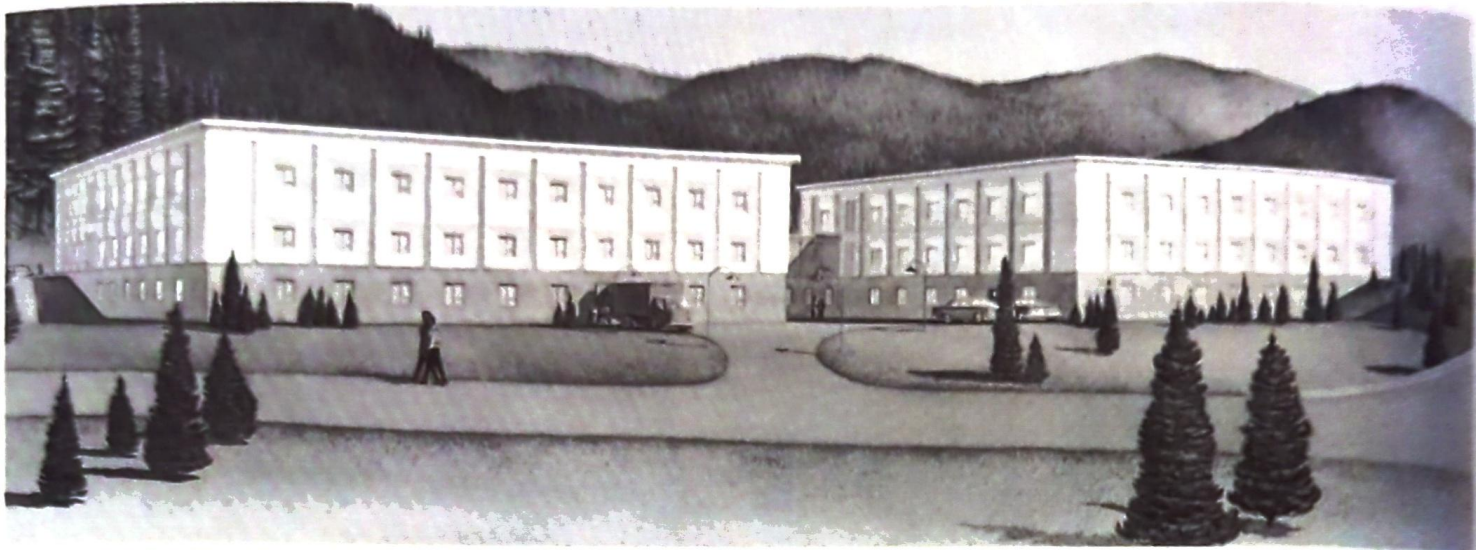
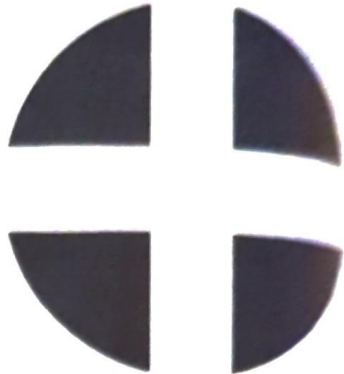
Hospital Services all over
Newfoundland. Paton Memorial
Hospital at Gander, the new
Children's Hospital located at
Pleasantville, and the Hospital
for Mental and Nervous
Diseases, St John's



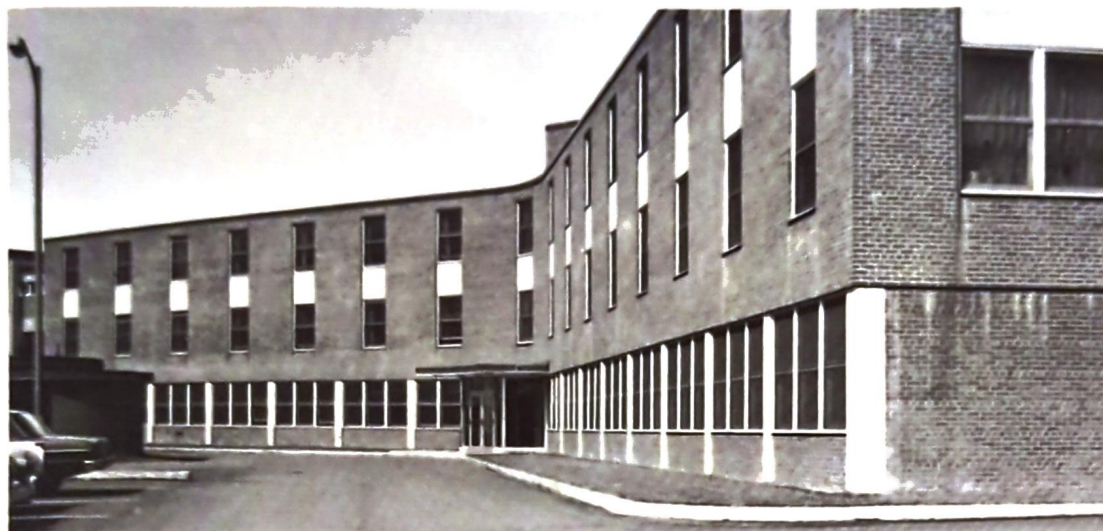
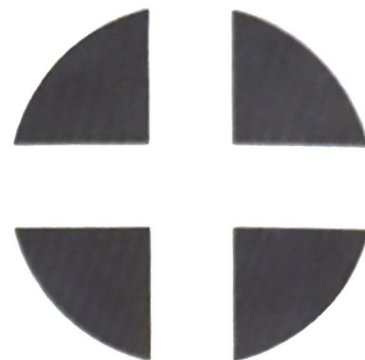
Carbonear also has its community hospital, also Happy Valley in Labrador



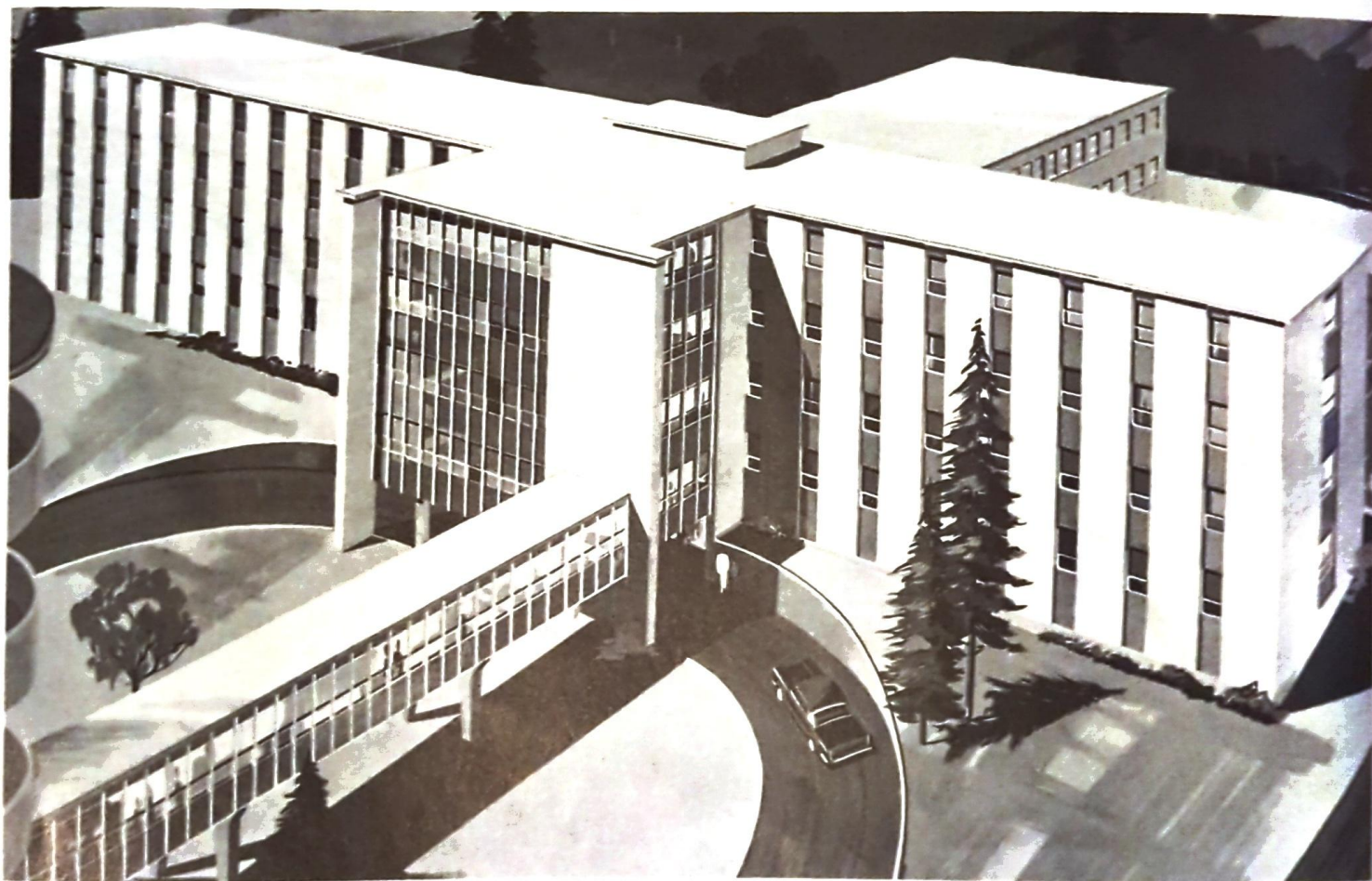
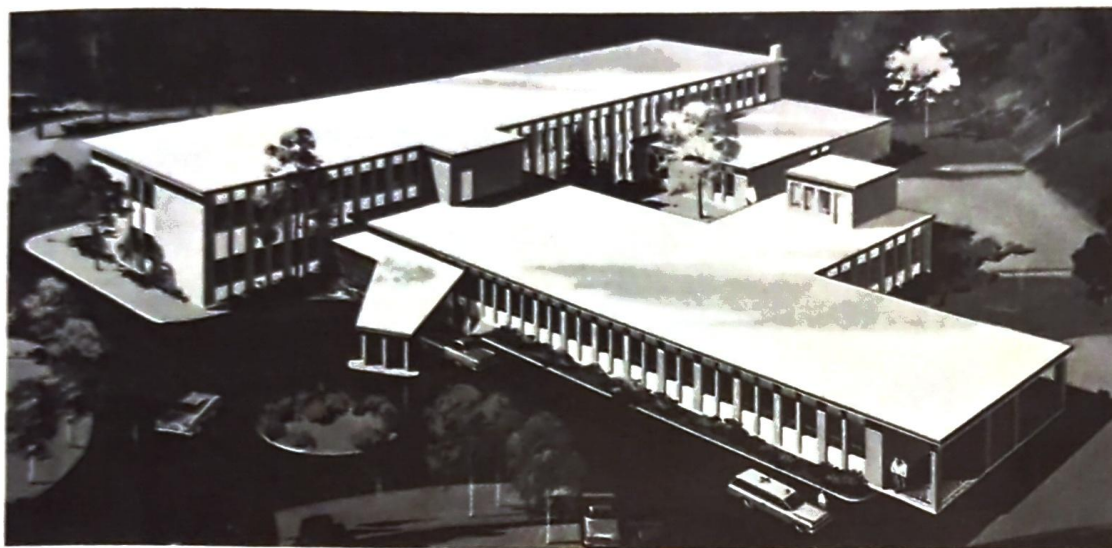
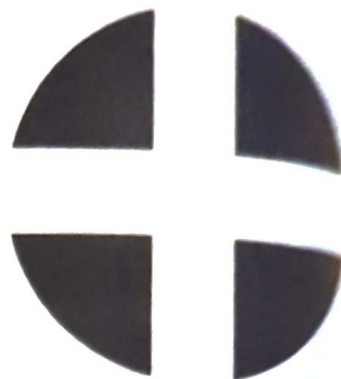
The new bustling Labrador City
also looks after its sick



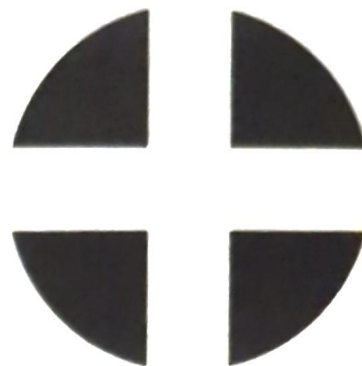
A close-up of the modern D.V.A.
Wing, General Hospital, St
John's, and the new Grenfell
Memorial Hospital at St
Anthony, now under construction



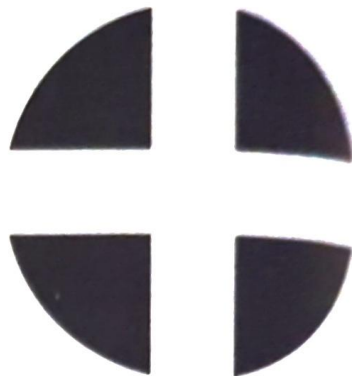
Newfoundland's mining towns such as Baie Verte also have their modern hospitals as shown on the top of this page, for which nursing staff is being trained in such centers as the Nurses Residential Training School at Corner Brook



Another large and modern
Nurses Residential Training
School at St John's

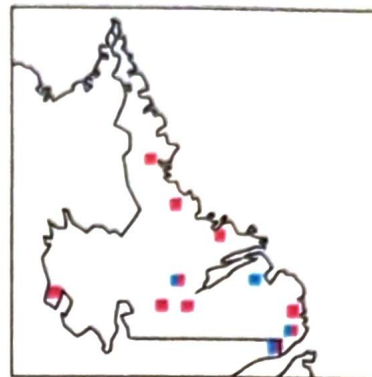


The important paper town
of Grand Falls, Central
Newfoundland, also gets its
well equipped and fully staffed
new hospital



- Hospitals before 1949
- Hospitals after 1949

Hospitals



Housing and Accommodation

Many hundreds of millions of dollars have been spent on new housing since the coming of Confederation. Newfoundland led the way in Canada in the construction of co-operative housing. We had to create our own legislation to cover it, and other Provinces were able to copy our legislation. This great progress in housing has taken two forms: corporate housing programmes in such places as St John's, Grand Falls, Corner Brook; and individual homes erected by their owners in many hundreds of settlements throughout the Province. There is not a place in Newfoundland today that has not seen the construction of these new

houses, all of them quite modern and well built and equipped. Indeed, they are a great contrast to the old-fashioned homes with which most of us are familiar in Newfoundland. There are quite literally thousands of homes scattered through the settlements of Newfoundland today that would not have been built even by the local merchants and businessmen in those places a mere few years ago. In the improved standard of housing, more than in most other things, we see the vast improvement that has come to Newfoundland as a result of Confederation with Canada. Before we could invite tourists to visit us in Newfoundland we had

to build roads and hotels. The roads are not all of them built yet, but enough good roads exist to allow visitors to get about in reasonable comfort. More of them will be built, and they will be even better. The one great problem still to be solved is that of hotels, motels, and other modern accommodation for visitors. There are ten hotel rooms at least, today, to every one that existed at the coming of Confederation. Soon it will be twenty to one. The Government of the Province are guaranteeing loans and bond issues to reliable persons or companies wishing to go into the hotel or motel business. If the

reader of these words happens to be an experienced hotelier and sees opportunities in this business in Newfoundland, he will be made welcome if he comes to the Government with proposals requiring financial assistance.

Homes built



1950-1954 inclusive
22,663

Hotels built



Before Confederation 22
Since Confederation 39

Motels built



Before Confederation Nil
Since Confederation 37

Cabins built



Before Confederation 11
Since Confederation 24

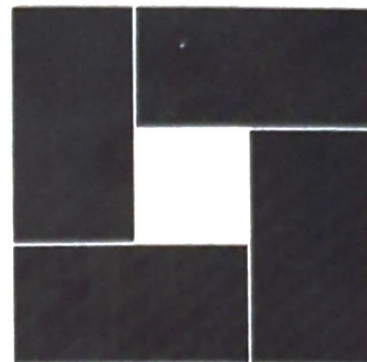
Guest accommodation



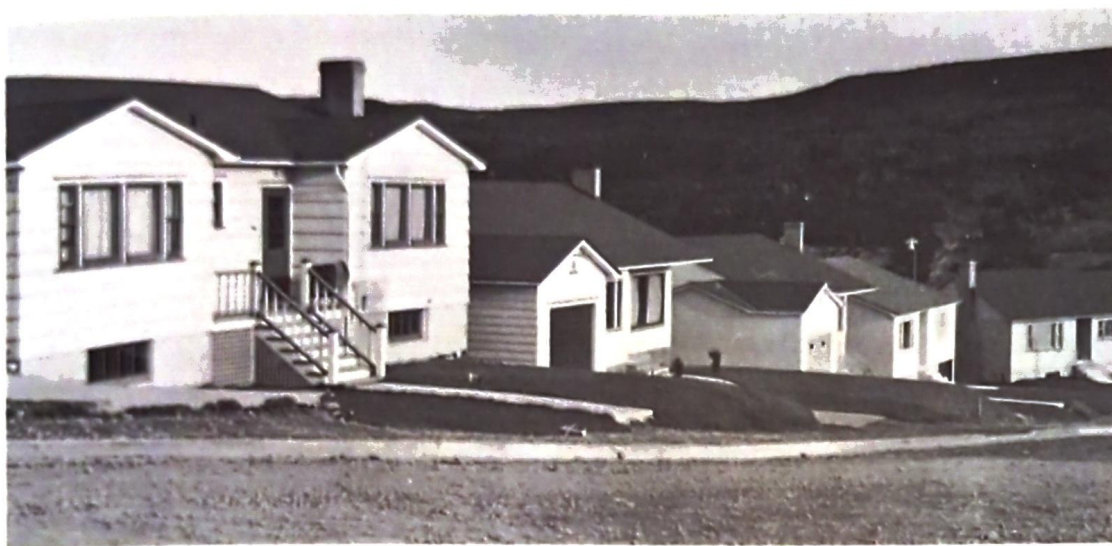
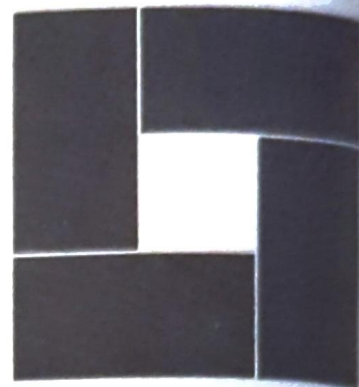
Before Confederation 1,257
Since Confederation 4,328

Numerous new homes of modern design and architecture are springing up all over the Province

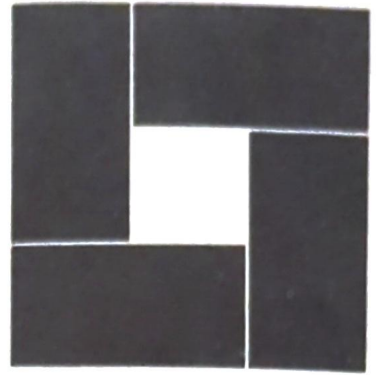
Housing



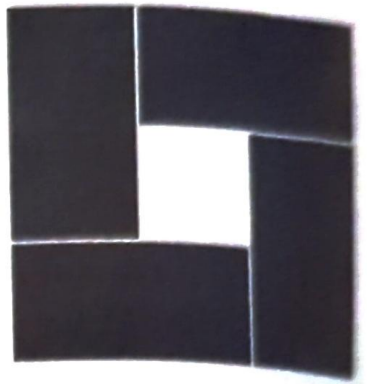
New and spacious homes and apartments with adequate playgrounds are taking shape in many of our smaller communities as well as in the larger centers



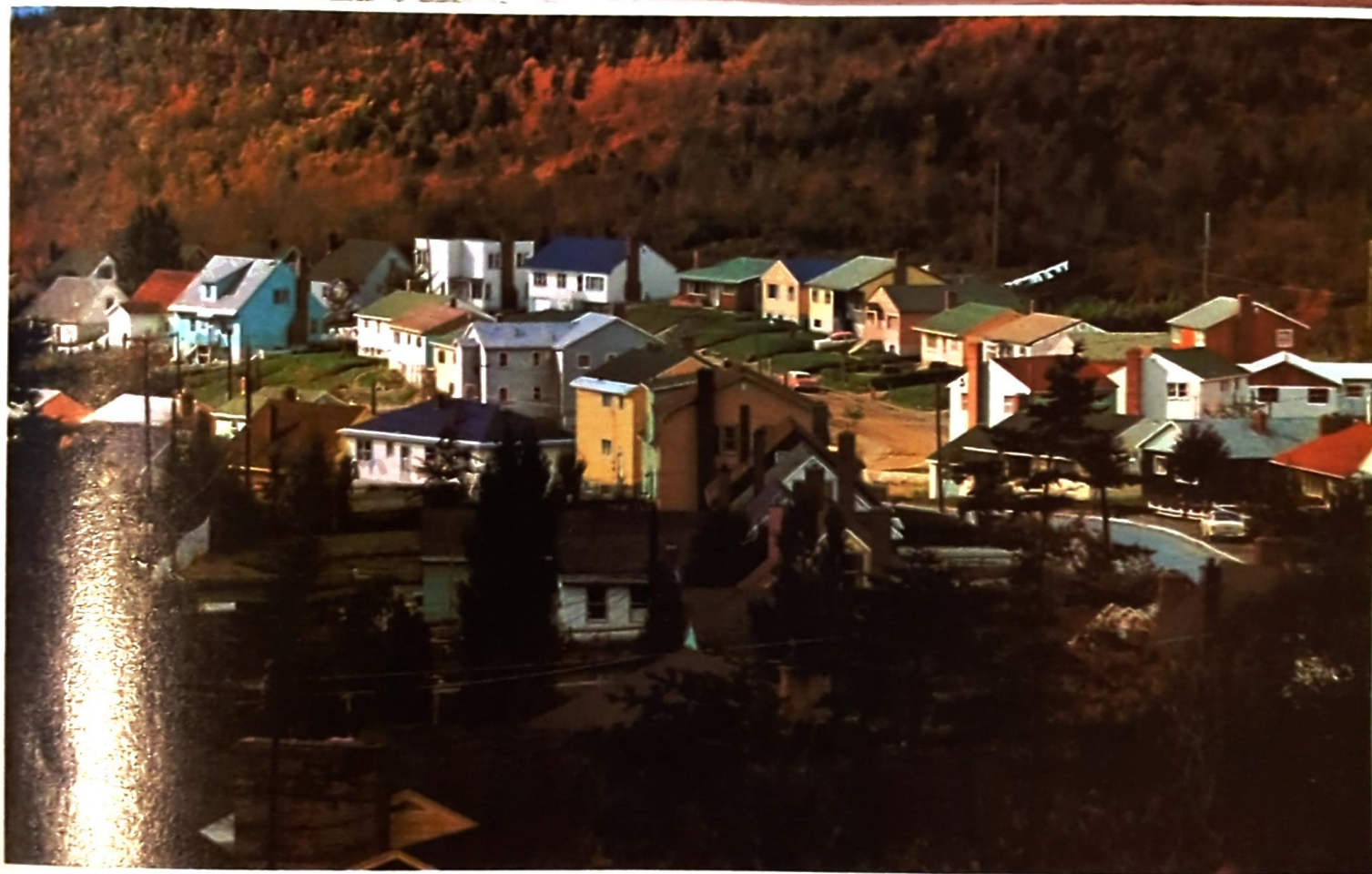
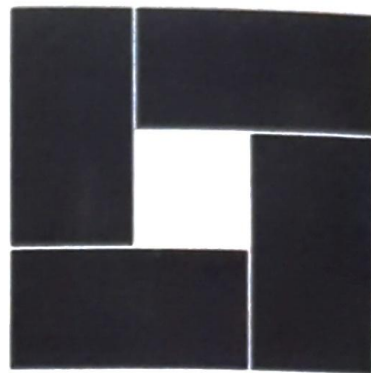
This is a far cry from the old
style housing which existed prior
to Confederation



The new and rapidly growing
city of Wabush carved out of the
wilderness in the heart of
Labrador

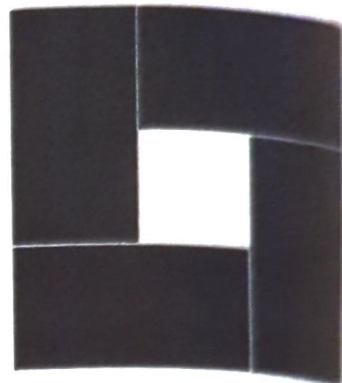


Many thousands of these fine
homes have been built since
Confederation

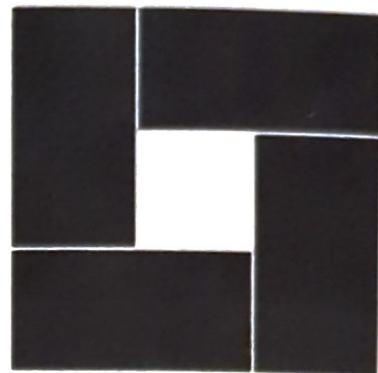


Newfoundland is fast overcoming its lack of accommodation for tourists and local holiday makers. The top picture here shows a modern restaurant situated in the heart of beautiful Terra Nova National Park, while St John's boasts its largest Hotel, the Newfoundland

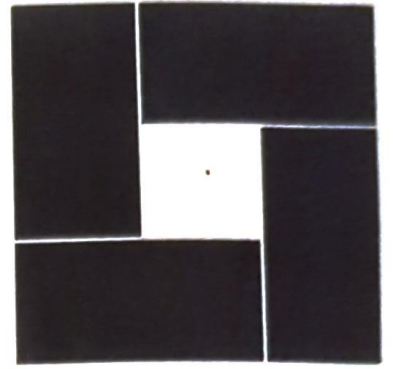
Hotels and Motels



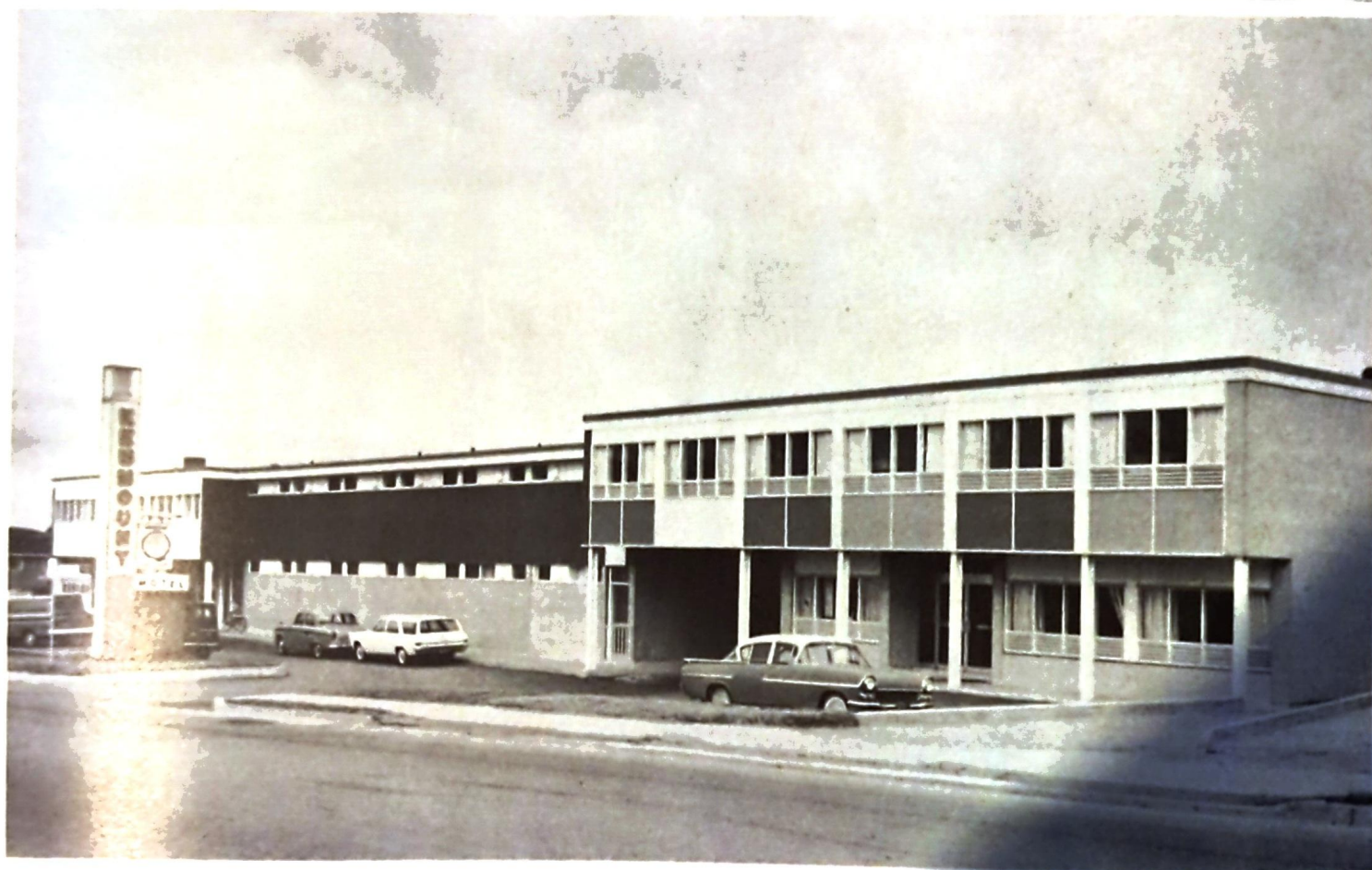
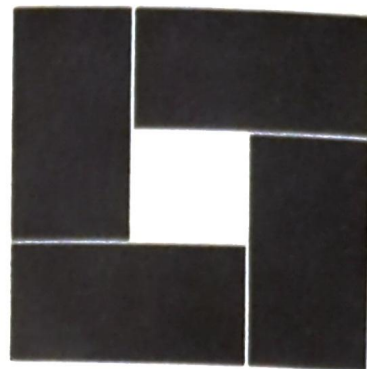
Clarke's Beach, Port aux Basques,
and Bonavista, also have their
comfortable well equipped
motels.



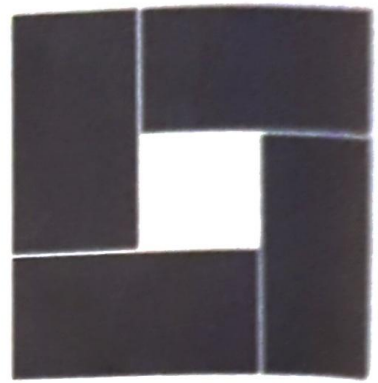
Gander has its first two hotels,
soon there will be others to look
after our visiting friends



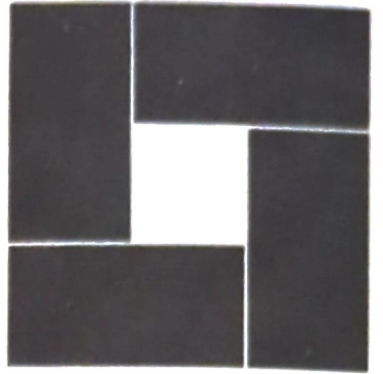
The Sir Wilfred Grenfell Hotel, Wabush City, Labrador, The Crossroads Motel in St John's and one of the newest Motels, The Kenmount, also in St John's are happy to cater to their many customers



Grand Falls and Deer Lake as well are modernizing and adding to their hotel and motel accommodations



A Beautiful Setting. One of the comfortable cabins located in the Terra Nova National Park



Places of Worship



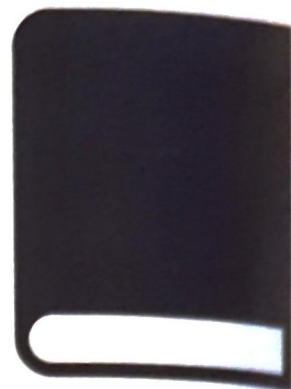
More new churches have been built, these past seventeen years, than in any fifty years before. Some of them are modest, some are small and plain, but many are handsome edifices that would do credit to any land. Handsome new churches will be found in many parts of the Province, and rather surprisingly they are as modern in architectural design as will be found in most parts of North America. Some of them are quite daring. Newfoundlanders have always been a God-fearing people, and in all the rush to build roads, schools, hotels, municipal services, and all the rest, it is pleasant to see that church-building has more than kept pace.



Many beautiful places of worship
have been built during the past
few years in almost every town
and settlement in Newfoundland.
The Church of St Mary the
Virgin in St John's is typical.
Opposite, the Anglican Church
at Grand Falls



The new Anglican Church at Gander, the Presbyterian Church at Corner Brook, St Joseph's Church, St John's and the United Church at Gander, just a few of the many



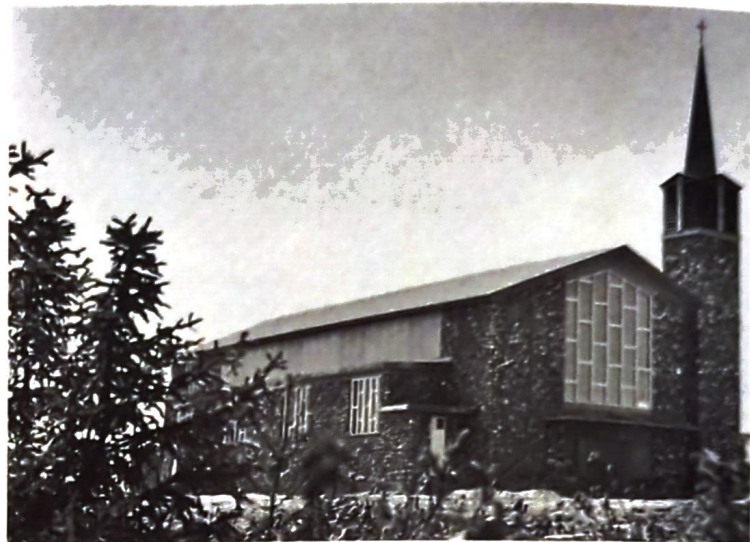
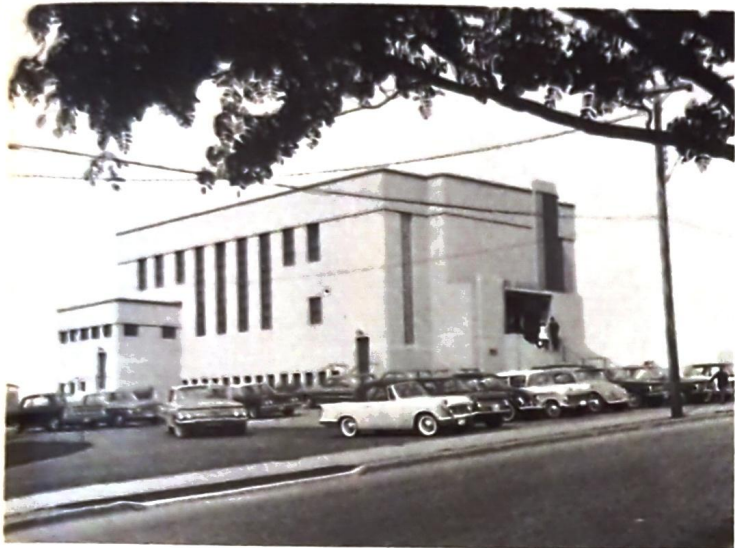
Bethel Synagogue at St John's,
Emmanuel Pentacostal at Deer
Lake, First Baptist Church at
Corner Brook and the Salvation
Army, Corner Brook, all evidence
of a church-going people



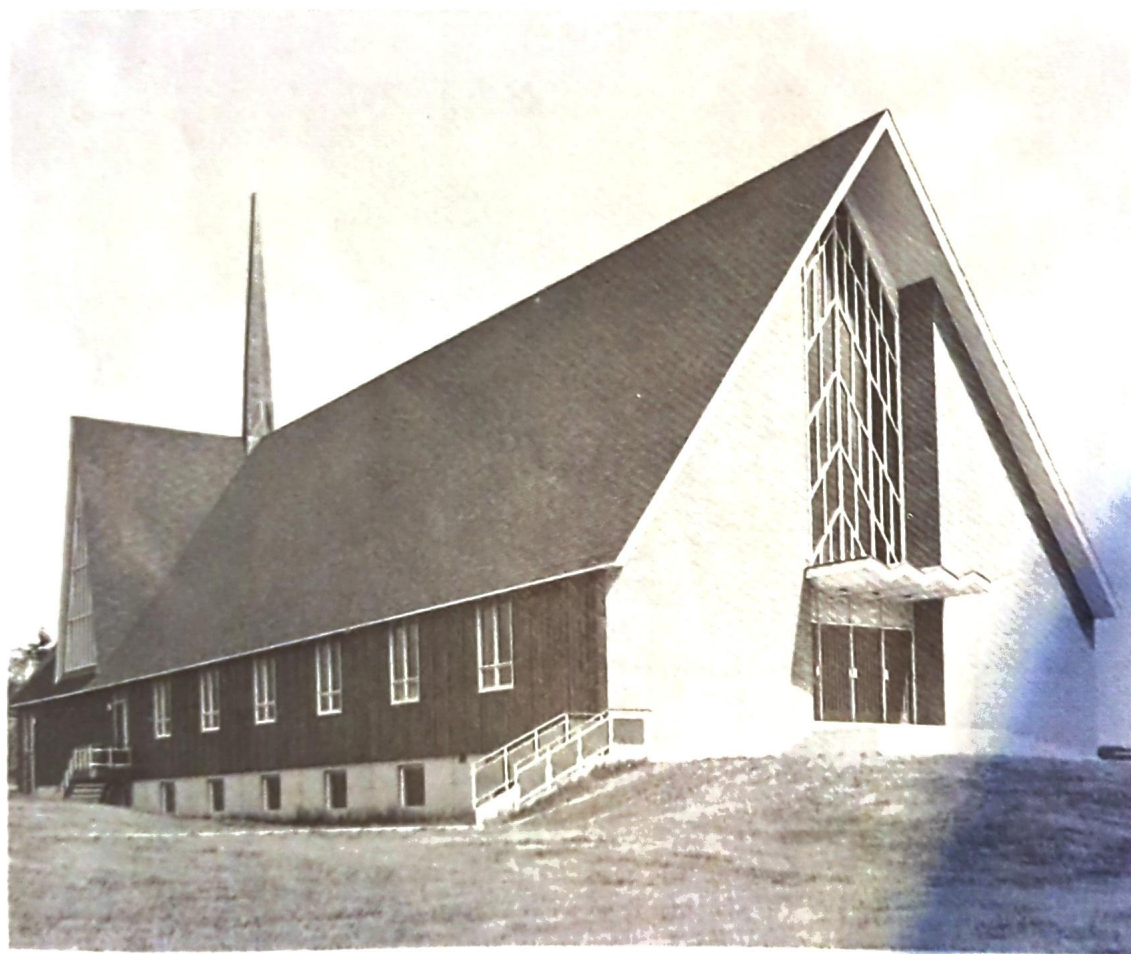
Prominent in the City of Corner
Brook is the new and modern
Holy Redeemer Cathedral



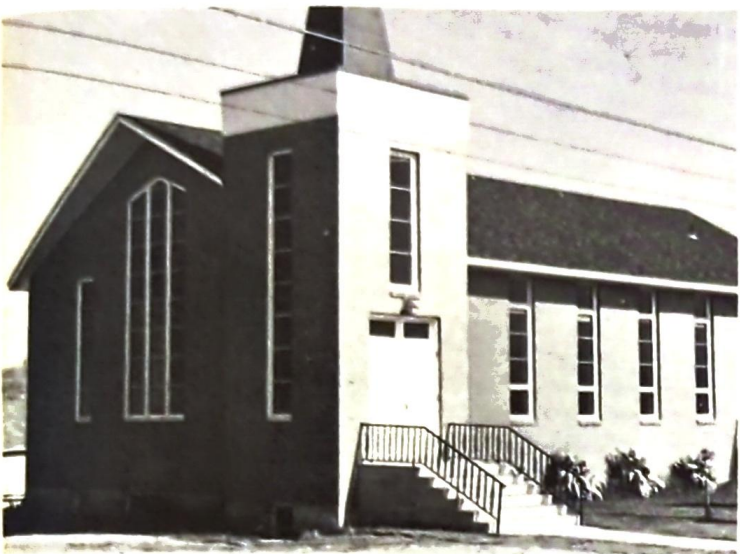
The Salvation Army Citadel at
St John's, Our Lady of Perpetual
Help Roman Catholic Church in
Labrador City, and at the bottom
the new United Church at Grand
Rank



The United Church at Corner
Brook and the recently
constructed St James United
Church on Elizabeth Avenue,
St John's



With the steady growth in our population new churches are being built to look after all denominations. Top left is the First Baptist Church in St John's. Bottom photo, the new Lutheran Church at St John's and the top right is the new Salvation Army Training College at St John's



Education and Recreation

The real revolution in Newfoundland is not economic, but educational.

No Province of Canada has ever seen the concentrated ferocity of ambition and effort in education that Newfoundland is experiencing.

The people have come suddenly alive, and their demands are insatiable. It is as though Government and people were joined in an effort of absolute determination to overtake the neglect and failure of the centuries.

Hundreds of millions of dollars have been spent on schools since the coming of Confederation.

As much money is spent in any two years nowadays as

was spent in the whole history of Newfoundland before Confederation. Soon we shall be spending as much on education in any one year as we spent in the whole pre-Confederation history of Newfoundland.

We have built a thousand new schools; a dozen handsome new vocational training schools; a seven million dollar technical college; a College of Fisheries, Navigation, Marine Engineering and Electronics. This latter bids fair to become the greatest school of its kind in the world, to which students will come from all parts of the world.

We have created a University, and its student body has grown from just over 300 to just under

4,000. It is headed to a student body of 10,000.

It is the first university in North America to give free tuition, and it is about to be the first in North America whose students will receive a cash allowance from the Government to help them through.

If education can do it, Newfoundland is determined to be one of the brightest stars in the firmament of Canada.

Newfoundlanders always were great people for recreation, even in the poor times.

It was a group of hockey players from Newfoundland that introduced the great game to England, and carried a team

from Oxford to the Continent of Europe to introduce it there.

Some of the early hockey stars in Newfoundland were the greatest in the world of that time. Astonishingly, the handful of people on this Island produced Olympic champions, though they played for other countries and were not always known as Newfoundlanders.

The surge of new prosperity that has swept across the Province has, as could have been foreseen, given great new impetus to sport and recreation of all kinds.



Education



Teachers' salaries



1949 \$2 million
1966 \$17,158,000

Number of students



1949 75,000
1966 146,000

Money spent on education



1934-1949 \$31,572,000
1949-1966 \$242,756,628

Number of schools



Before Confederation 600
Since Confederation 1,250

Number of teachers



Before Confederation 2,400
Since Confederation 5,730

School buses



Since Confederation 200

Class-rooms with radios

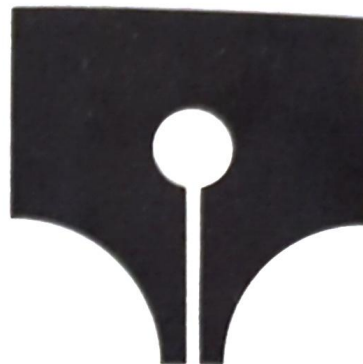


Before Confederation Nil
Since Confederation 1,600 approx

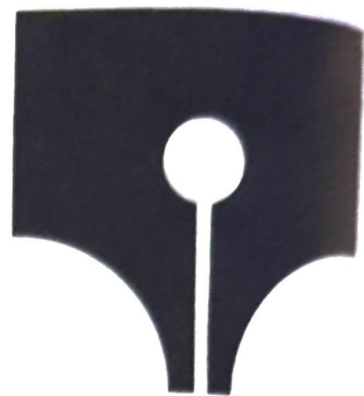
In the field of education the growth has been fantastic. Modern large well equipped schools and colleges such as, Bishop's College, and St Patrick's Hall School at St John's



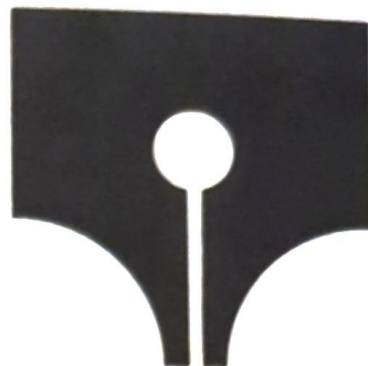
The new Salvation Army Booth Memorial High, Prince of Wales Collegiate, and Holy Heart of Mary schools in St John's are typical



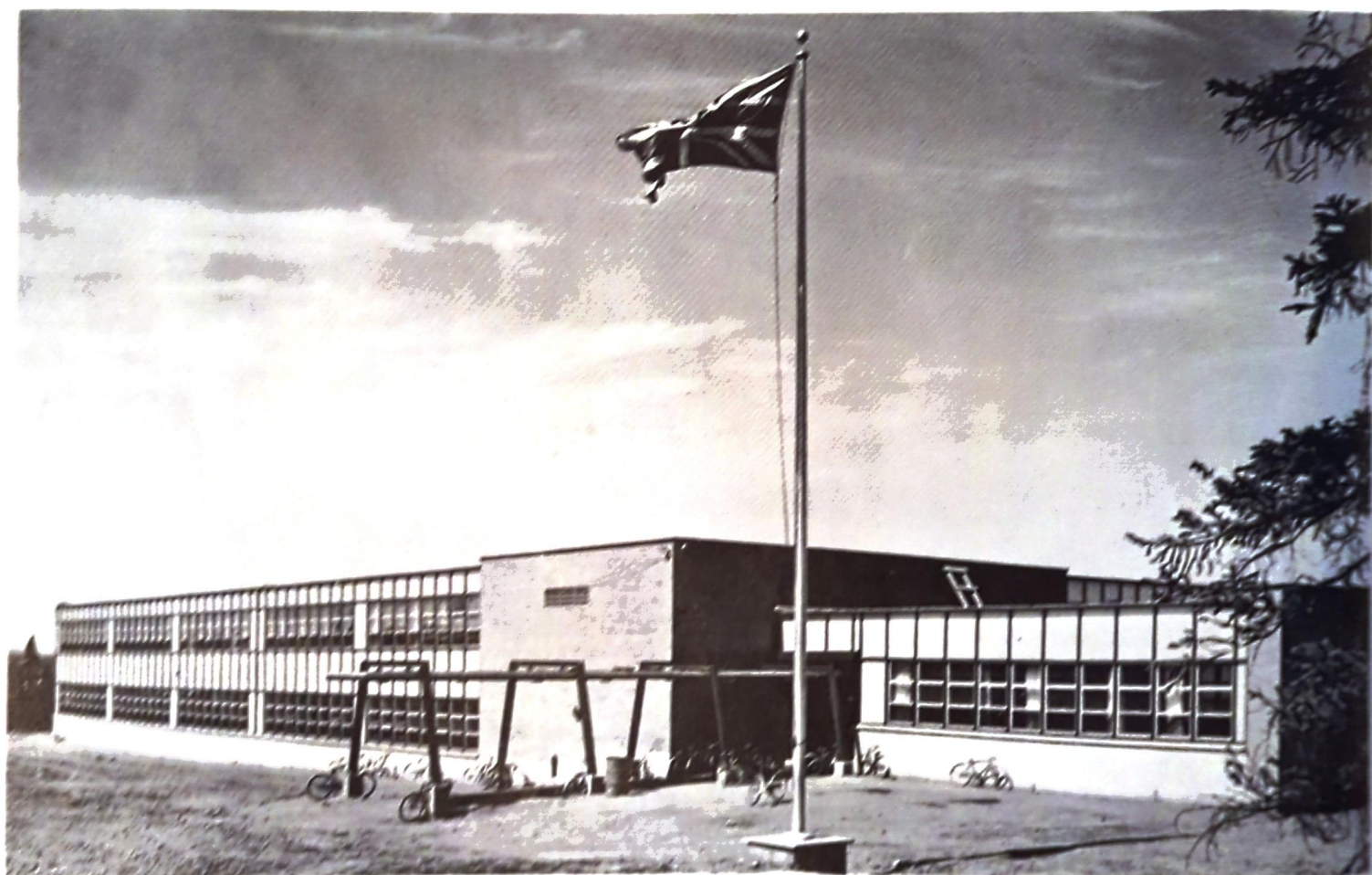
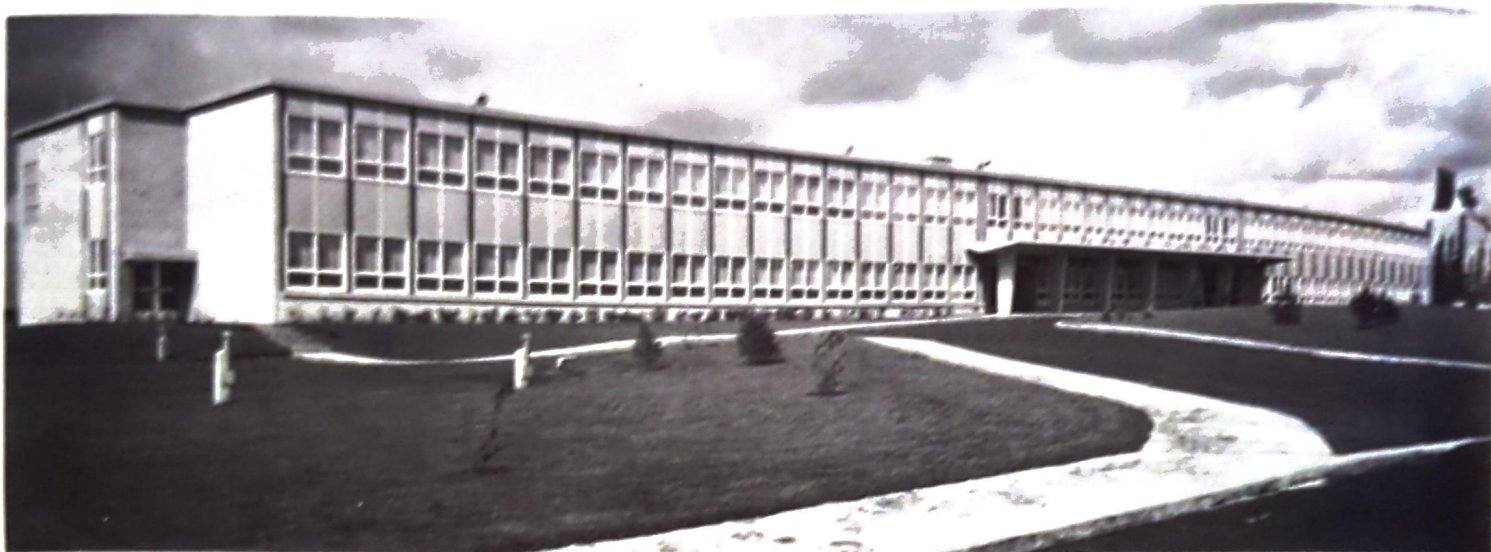
Queen Elizabeth Regional High
at Foxtrap and Corner Brook
Regional High, to serve the
growing needs



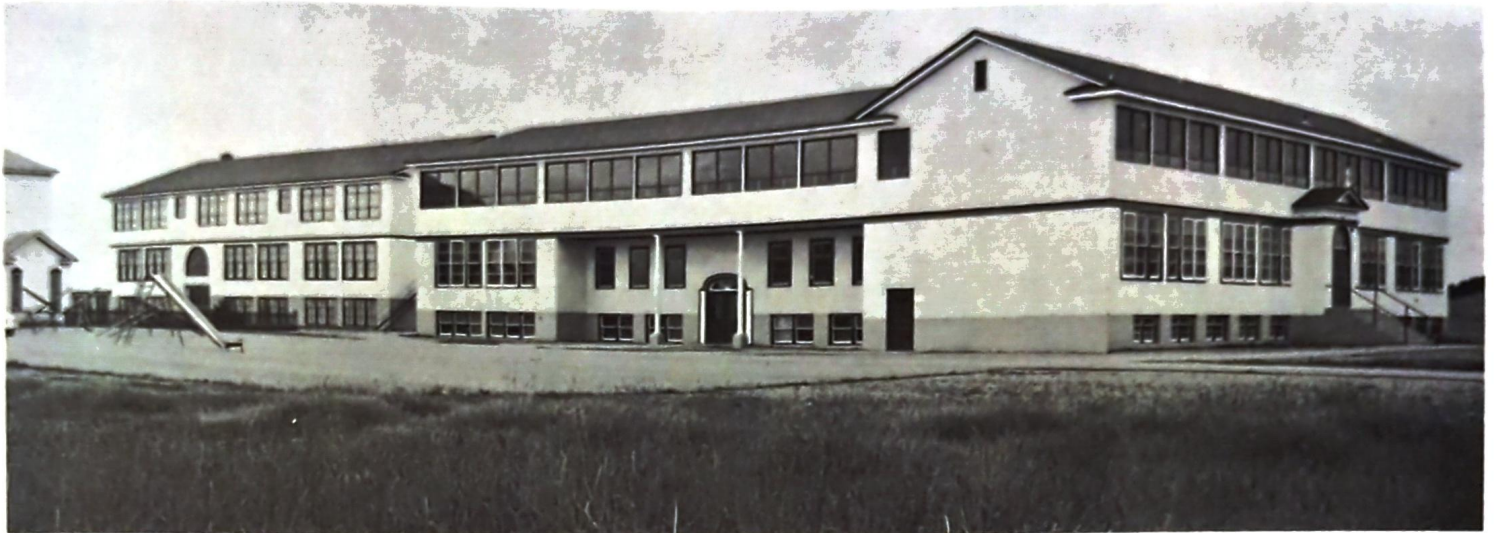
The Roman Catholic School at
Carbonear and the Gander
Academy fully equipped with
spacious playgrounds



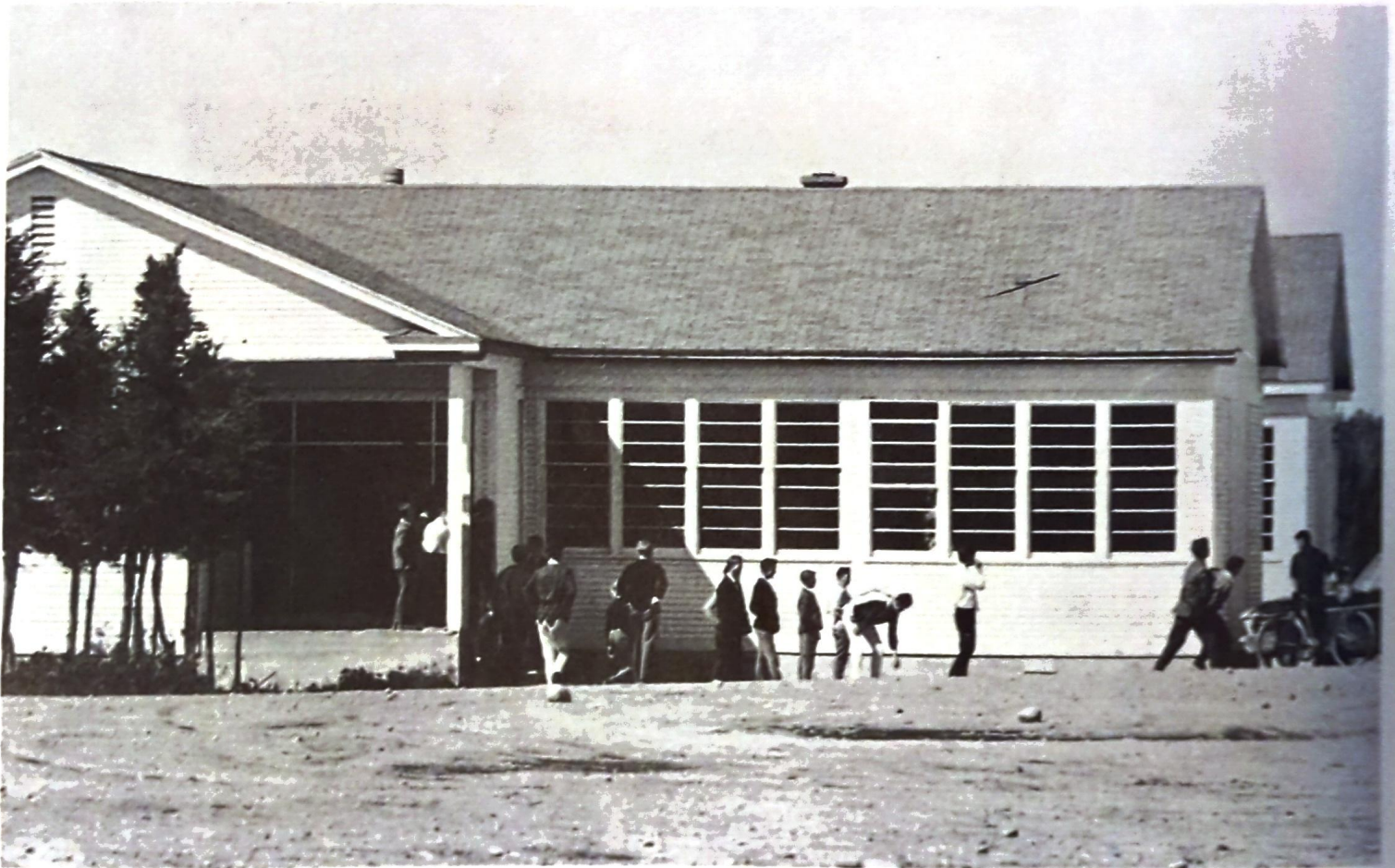
New Schools in new bustling
Towns. The top picture shows
the J. R. Smallwood Collegiate
at Wabush, Labrador, and the
bottom picture is the modern
Labrador Collegiate at Labrador
City



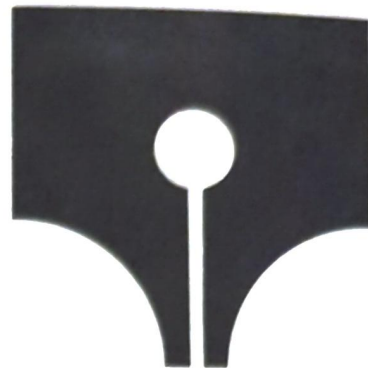
Stephenville also has its new schools, and still another new one, McManus School at Labrador City



Schools and Churches in some communities are close together, while in others new schools small and large are being built on new and reclaimed sites



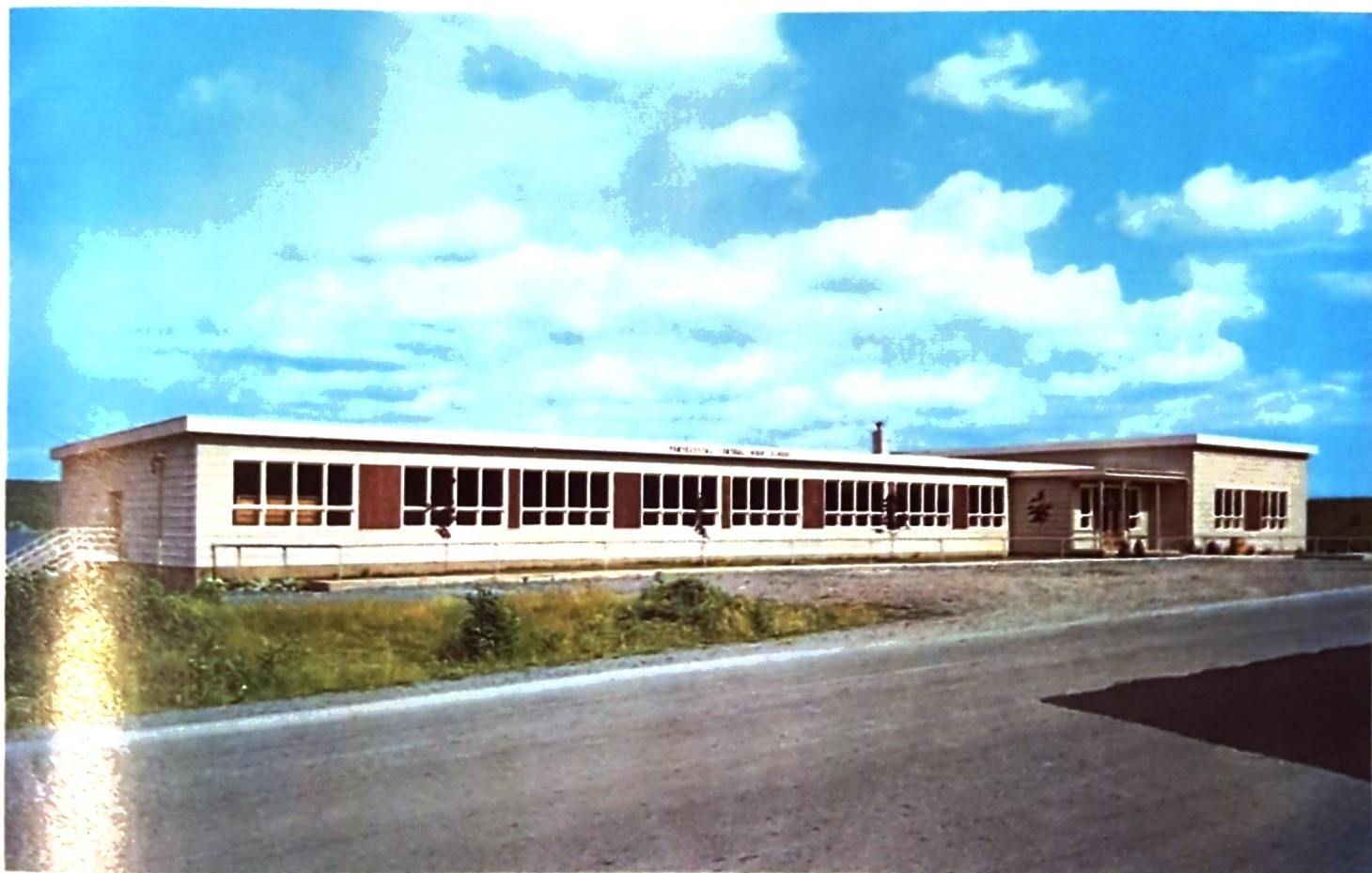
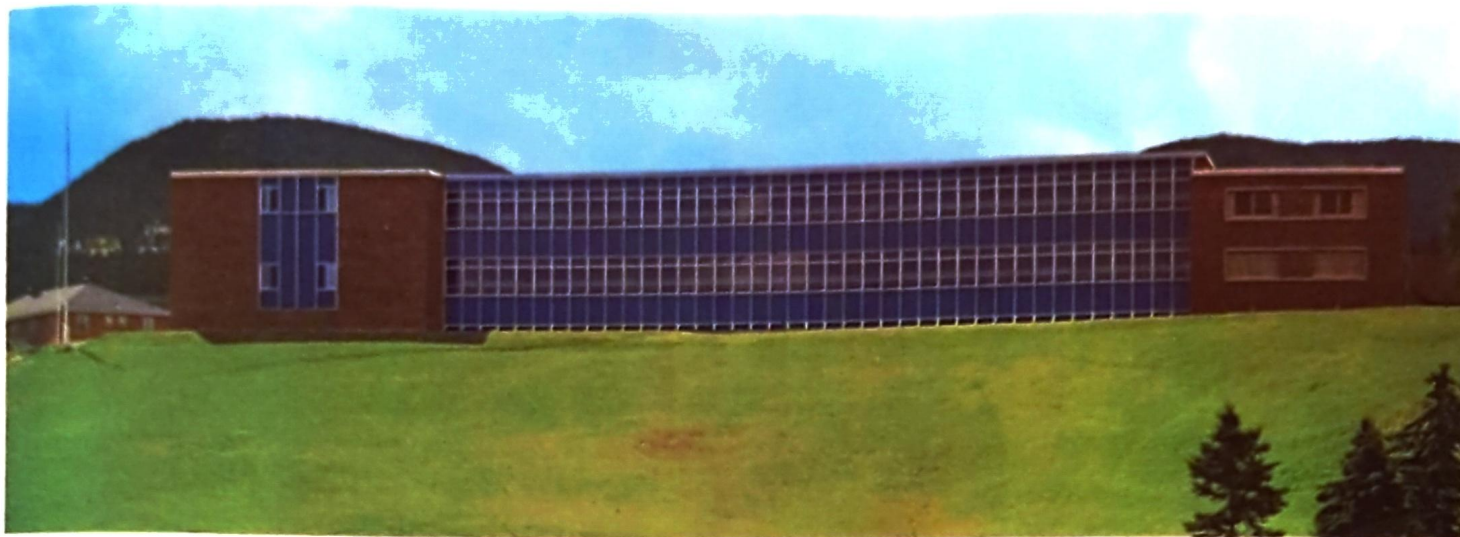
Grand Falls Academy and Mary Queen of the World School at St John's have been added recently



Coley's Point also has its High School and Grand Falls its St Michael's High School



... and Corner Brook its Regina
High School and Lewisporte its
Pentecostal Central High School



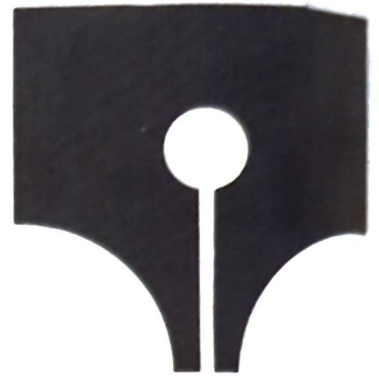
Vocational Schools in the past few years have been built in strategic locations throughout the Province to meet the needs of young men and women. Here at the top we see the Vocational School at Corner Brook, while the bottom photograph shows the new Vocational School at Stephenville



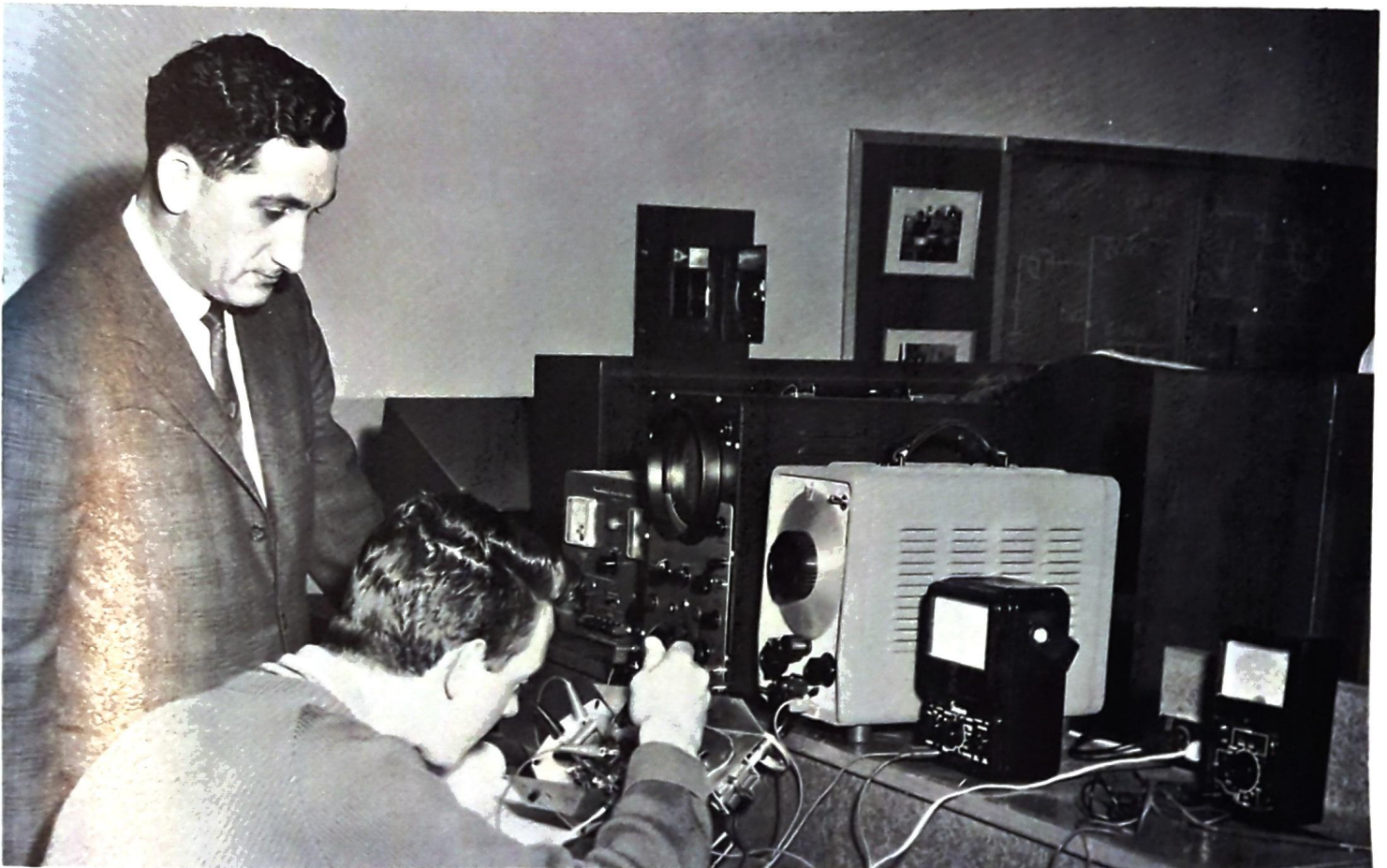
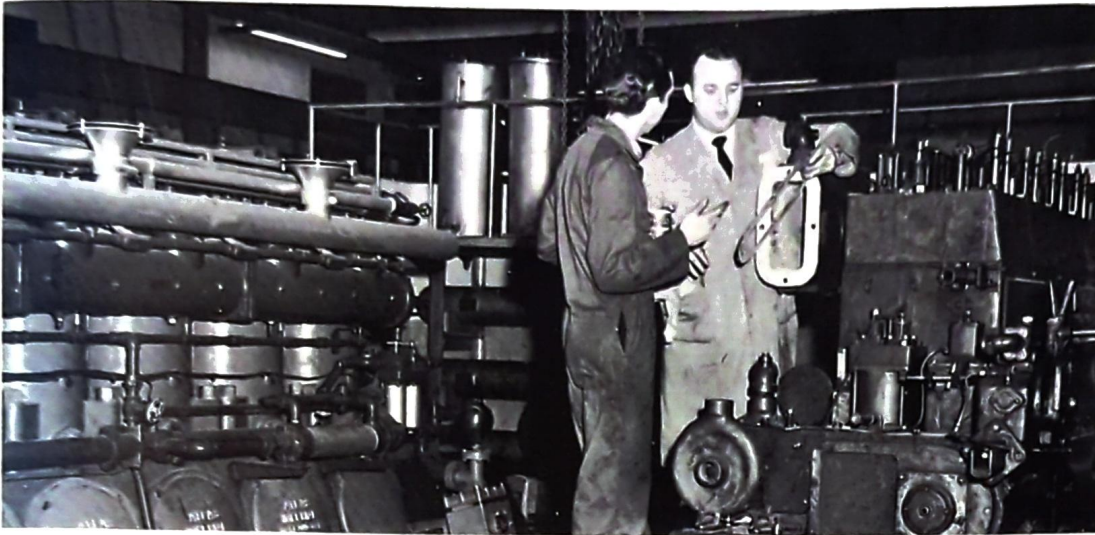
The new College of Trades and Technology, St John's offers many courses to yeung and older men and women

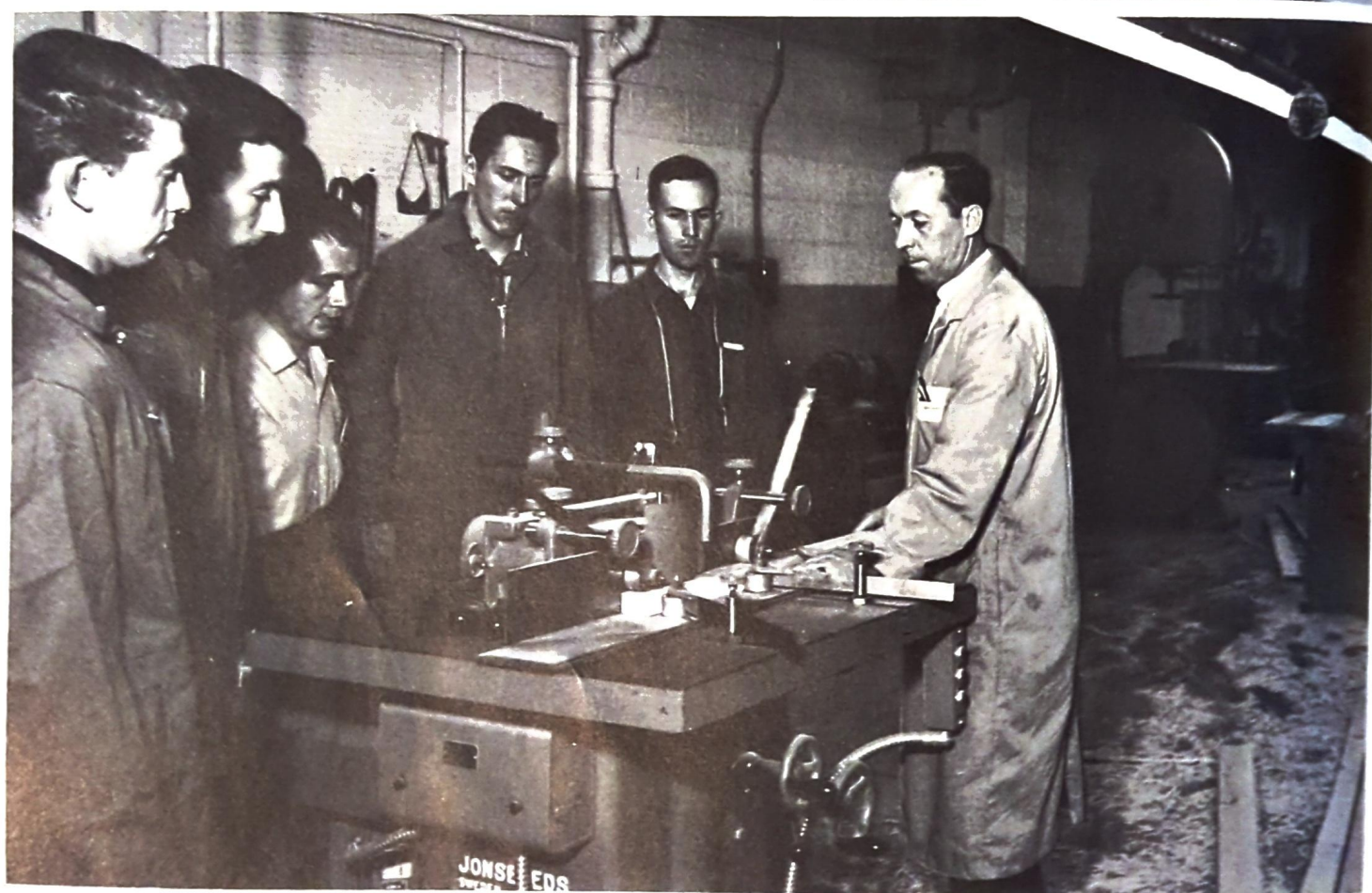
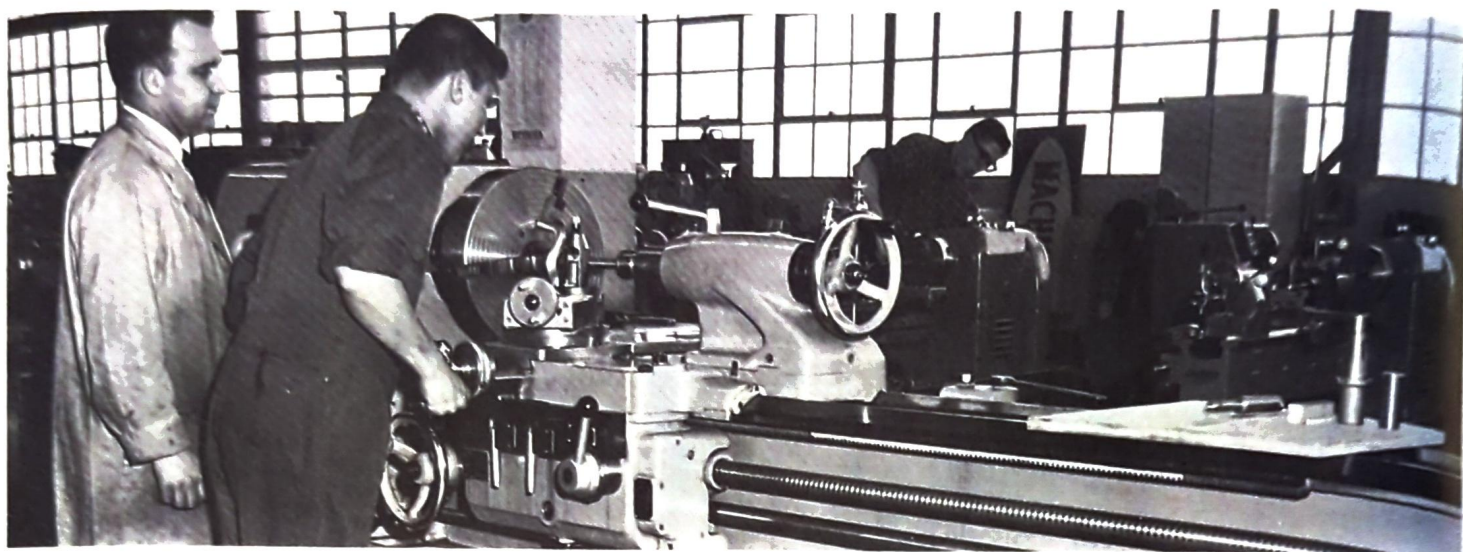
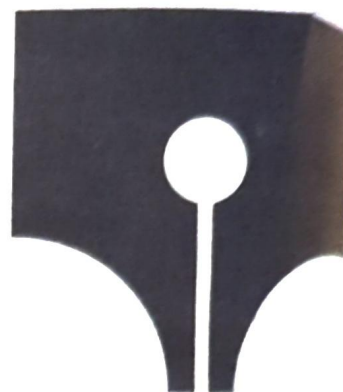


Many courses in the various trades and skills are offered at the College of Trades and Technology



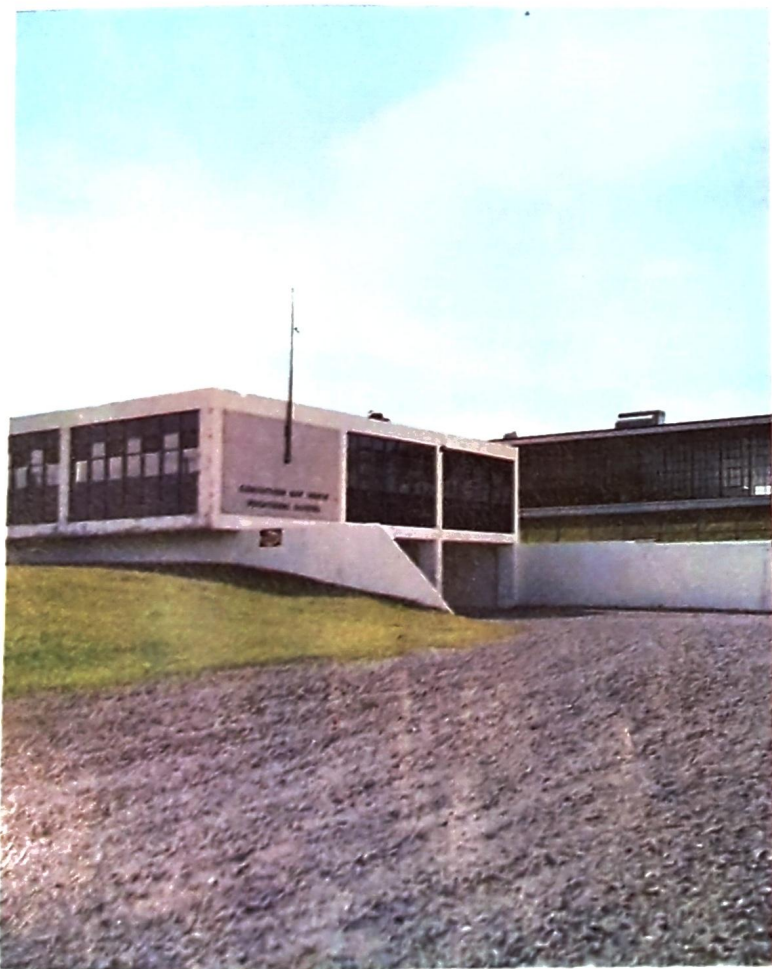
Courses in electronics, diesel
engineering and carpentry are
available under trained personnel



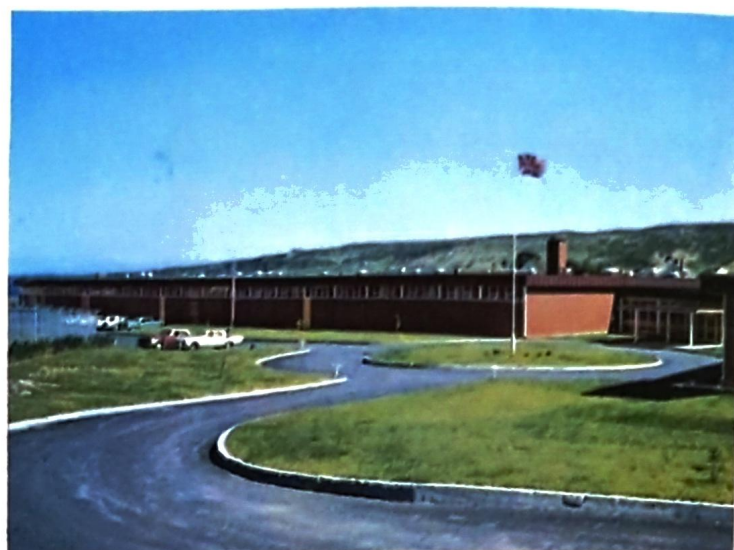
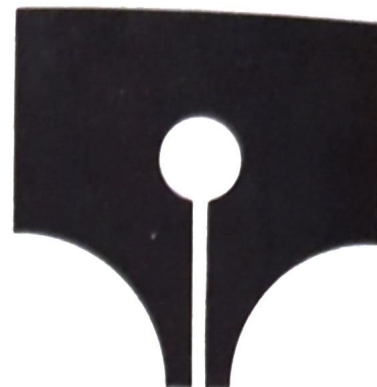


Students from Corner Brook,
Lewisporte, Grand Falls, Seal
Cove, Seldom-Come-By,
Hearts Content and Come By
Chance being trained in the
vocation of their choice



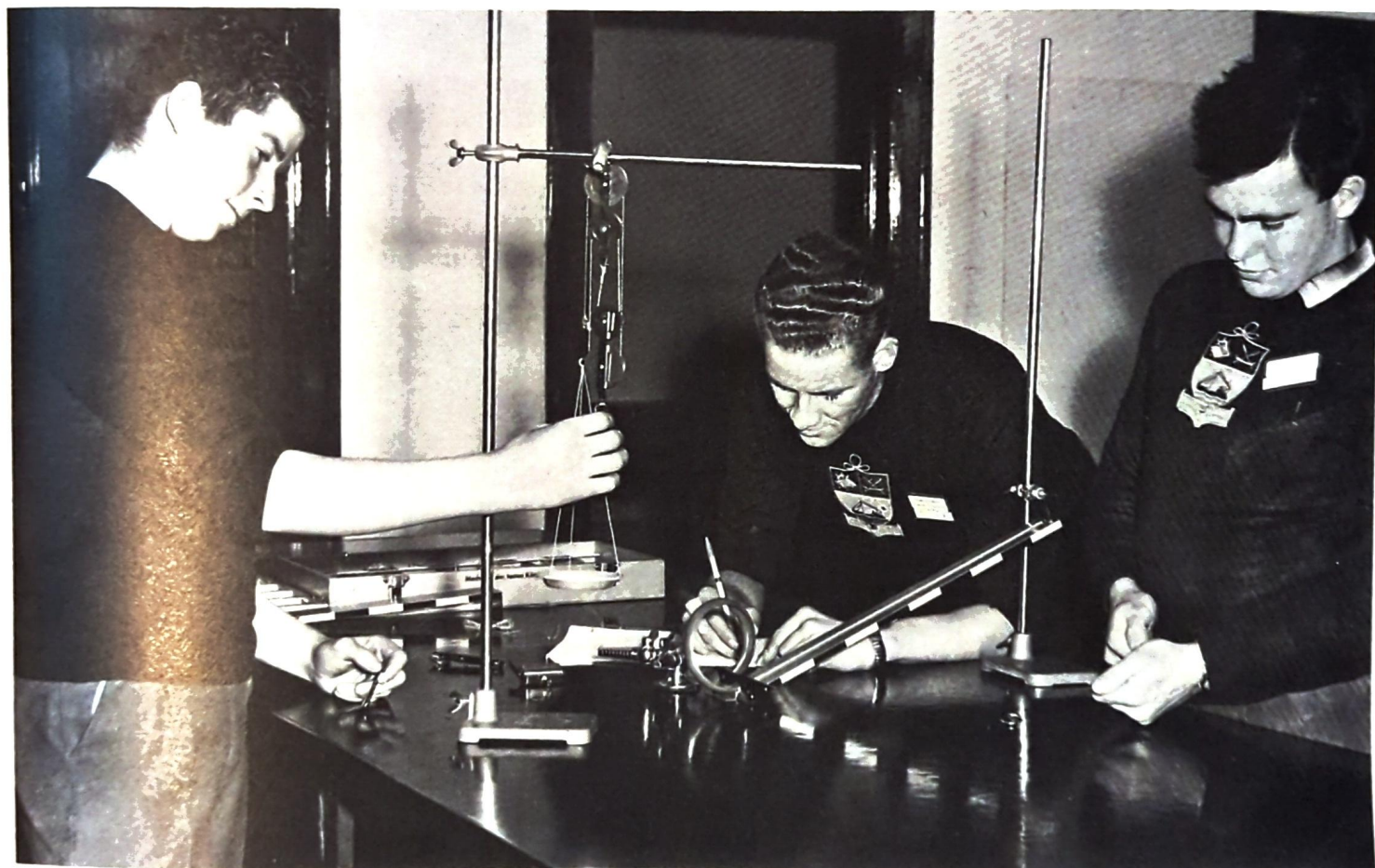
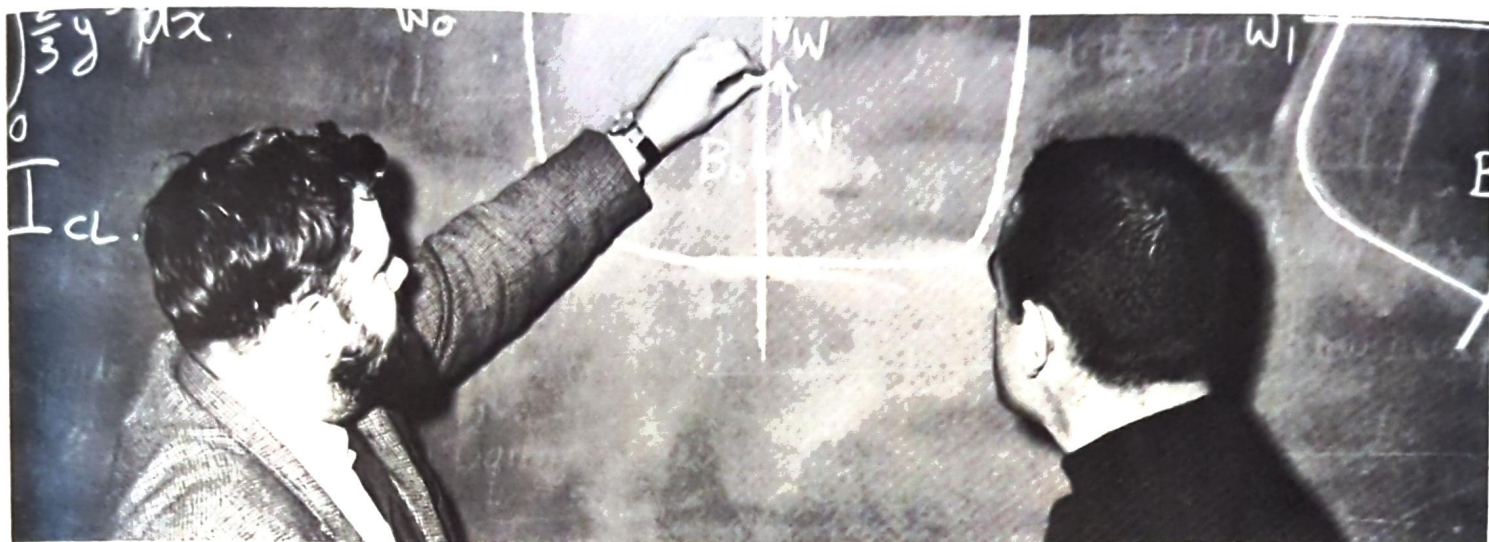
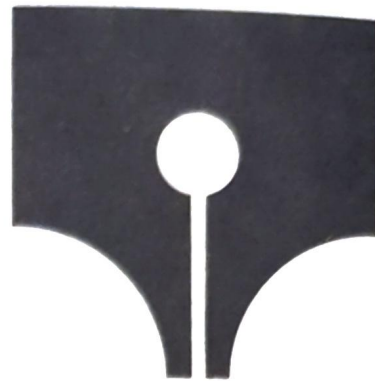


Lewisporte, Port aux Basques,
Parin and Gander have the
same facilities



Training in one of Newfoundland's oldest industries, Fishing. College of Fisheries, Navigation, Marine Engineering and Electronics

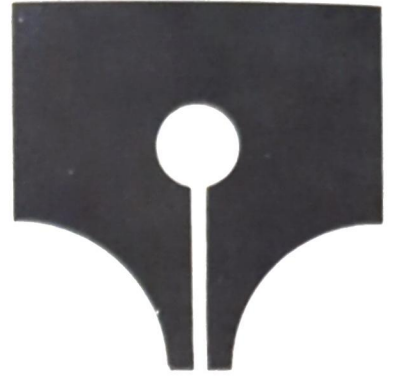




New interest is being
created in the fishing
industry



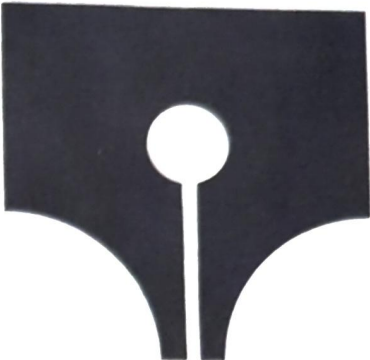
Some of the young Newfoundland
Fishermen at the College of
Fisheries

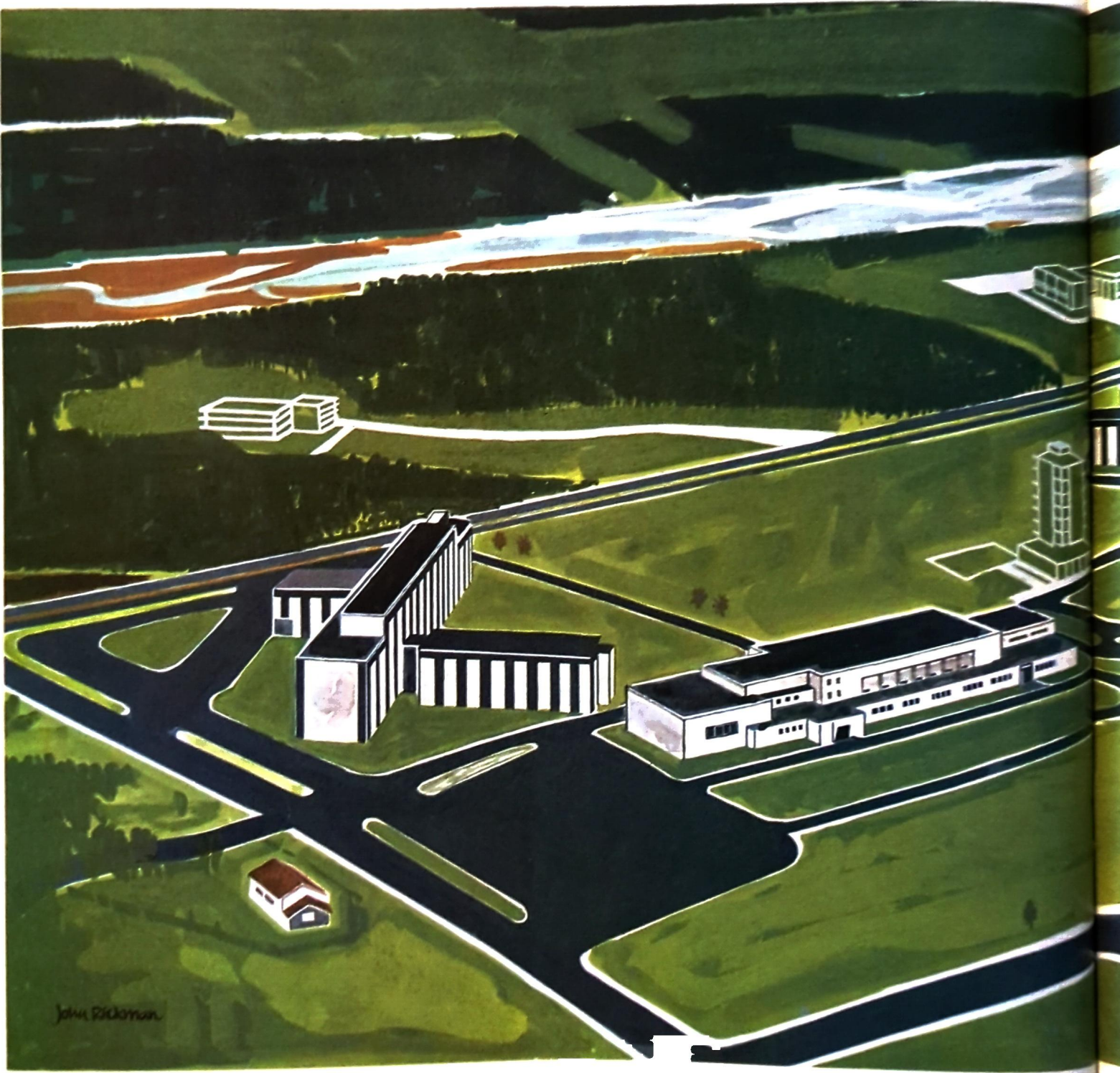


Students marching at the
opening of the new campus of
Memorial University



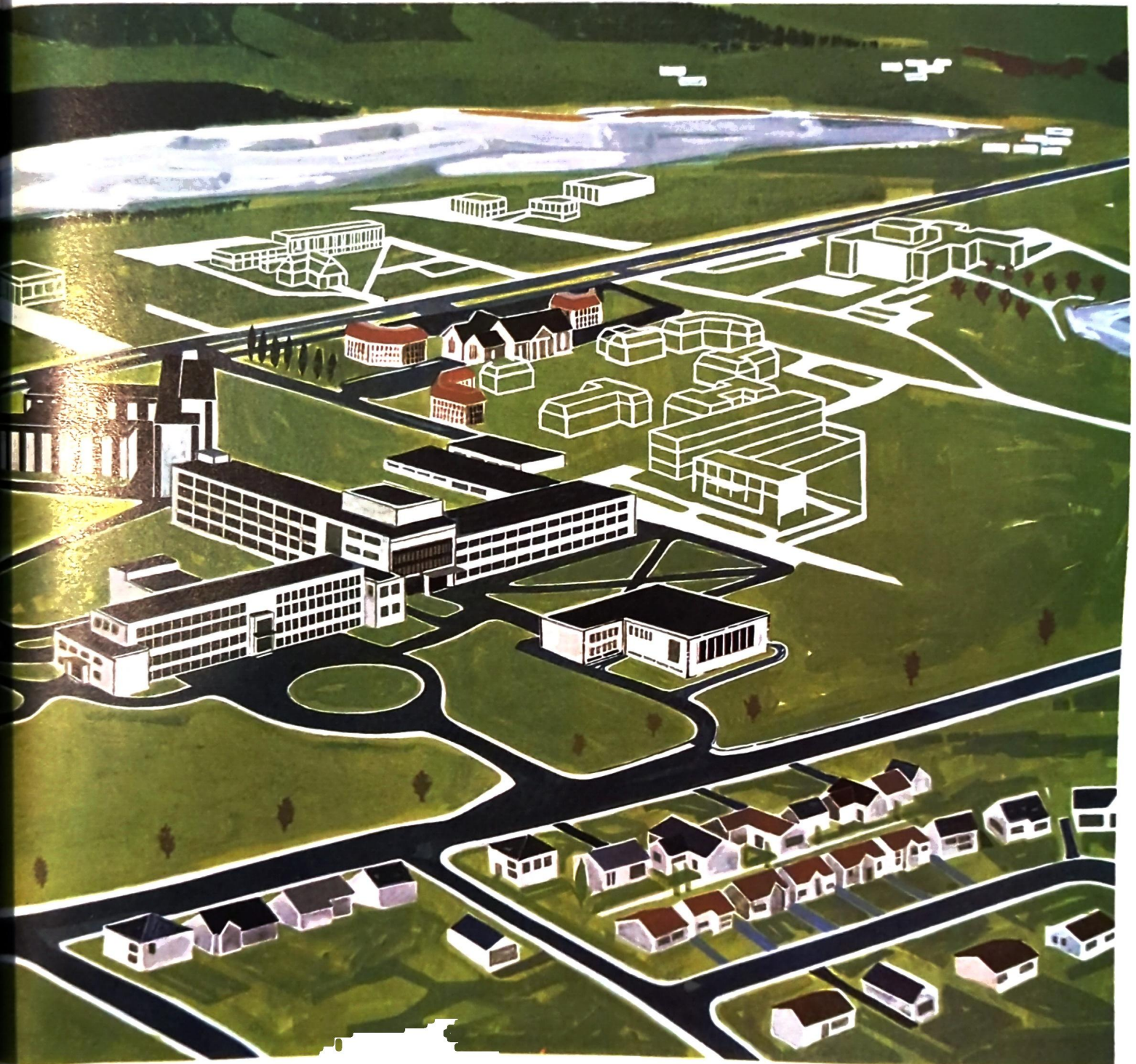
University Students demonstrate
in favour of the Mainland
Canadian Students



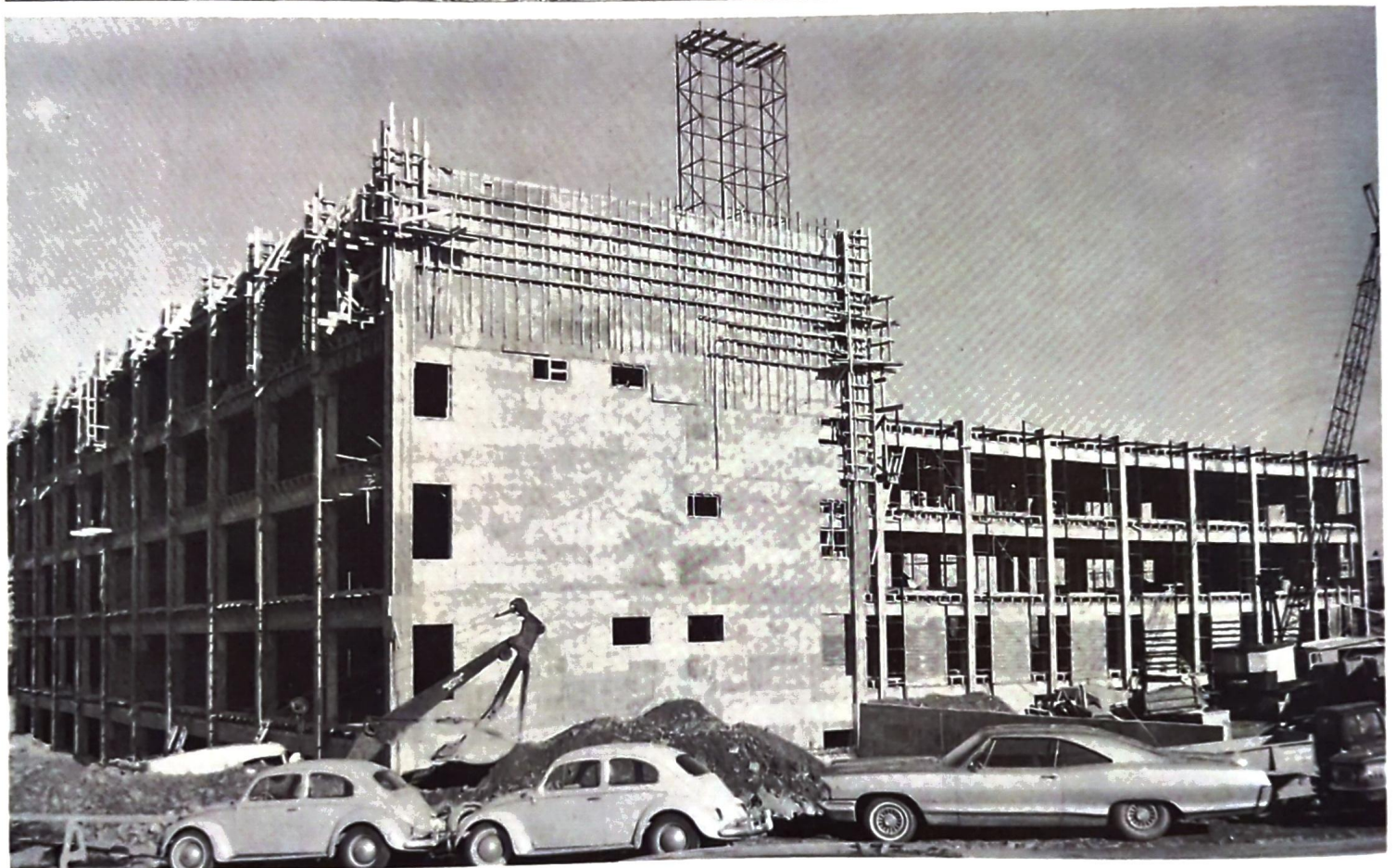
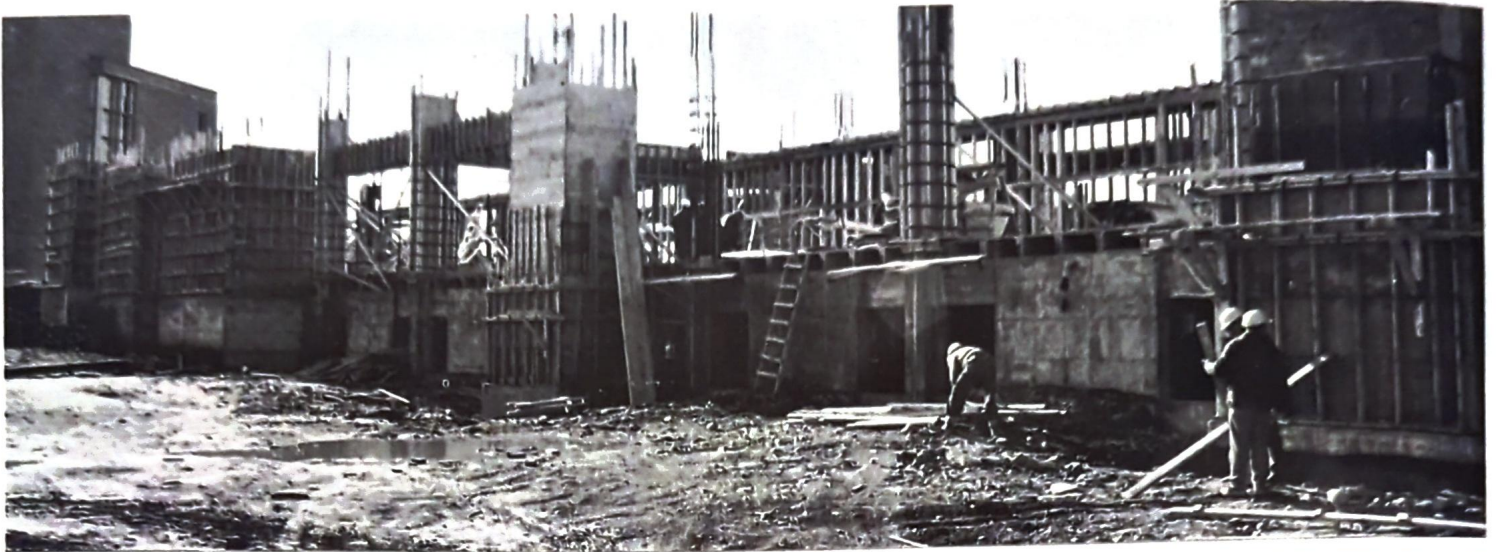


John Rickman

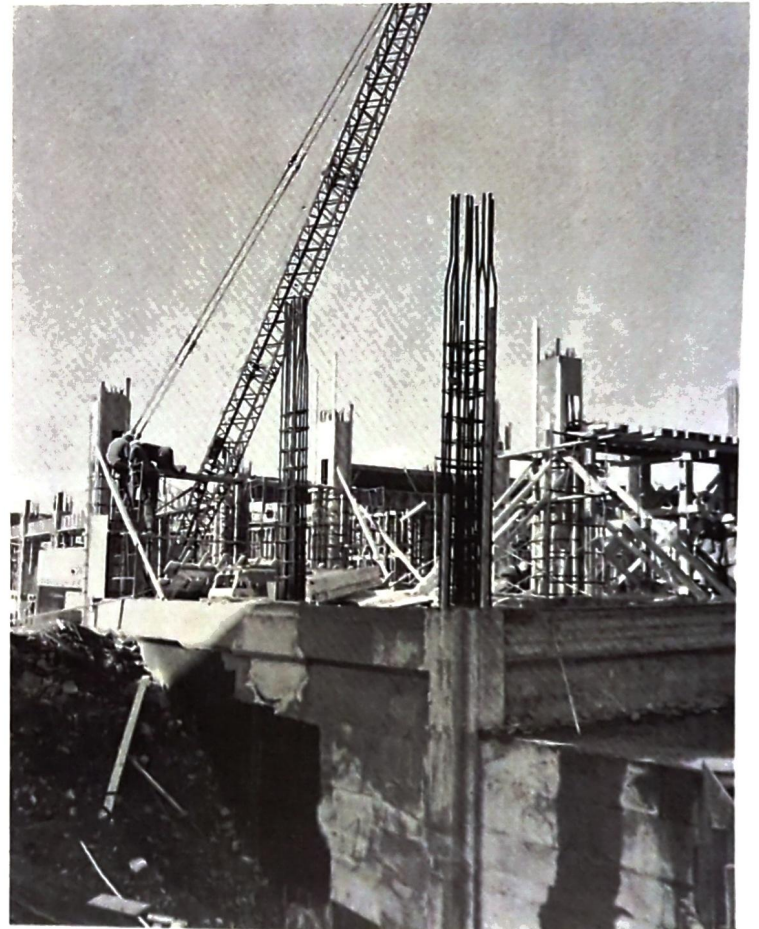
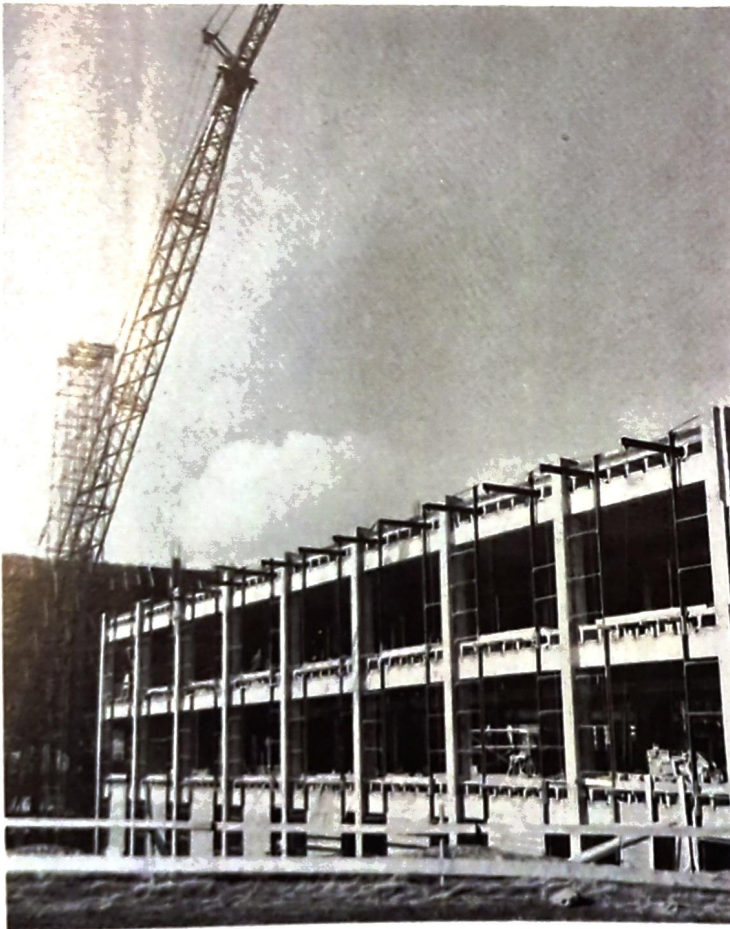
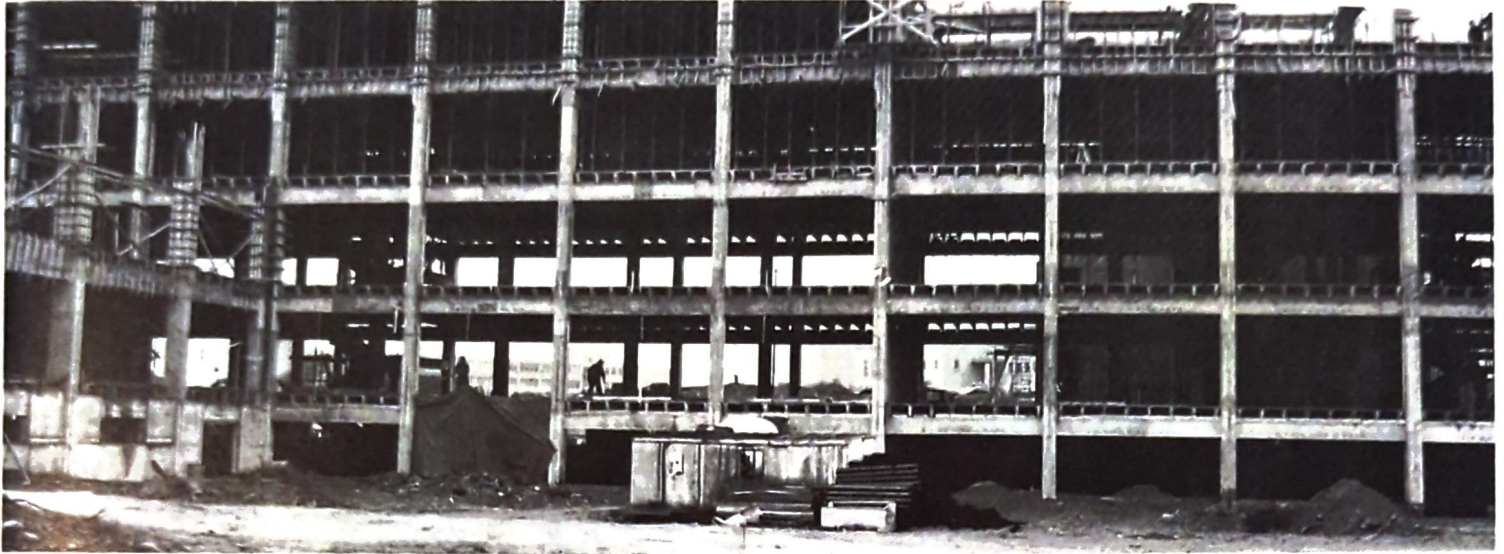
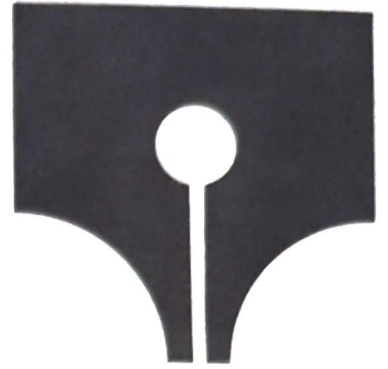
The new campus of Memorial University showing the buildings already built and the new buildings now being added. Truly a remarkable progress in a short time



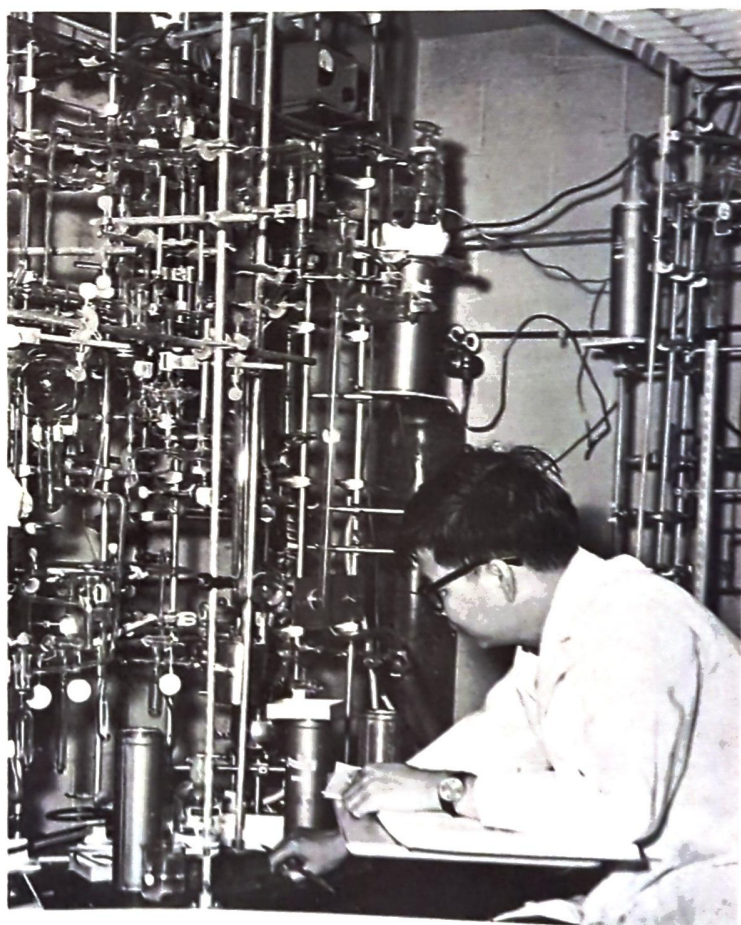
Still more new buildings going
up on the University Campus



Construction goes on throughout
the Winter Months – a rush to
meet the growing needs



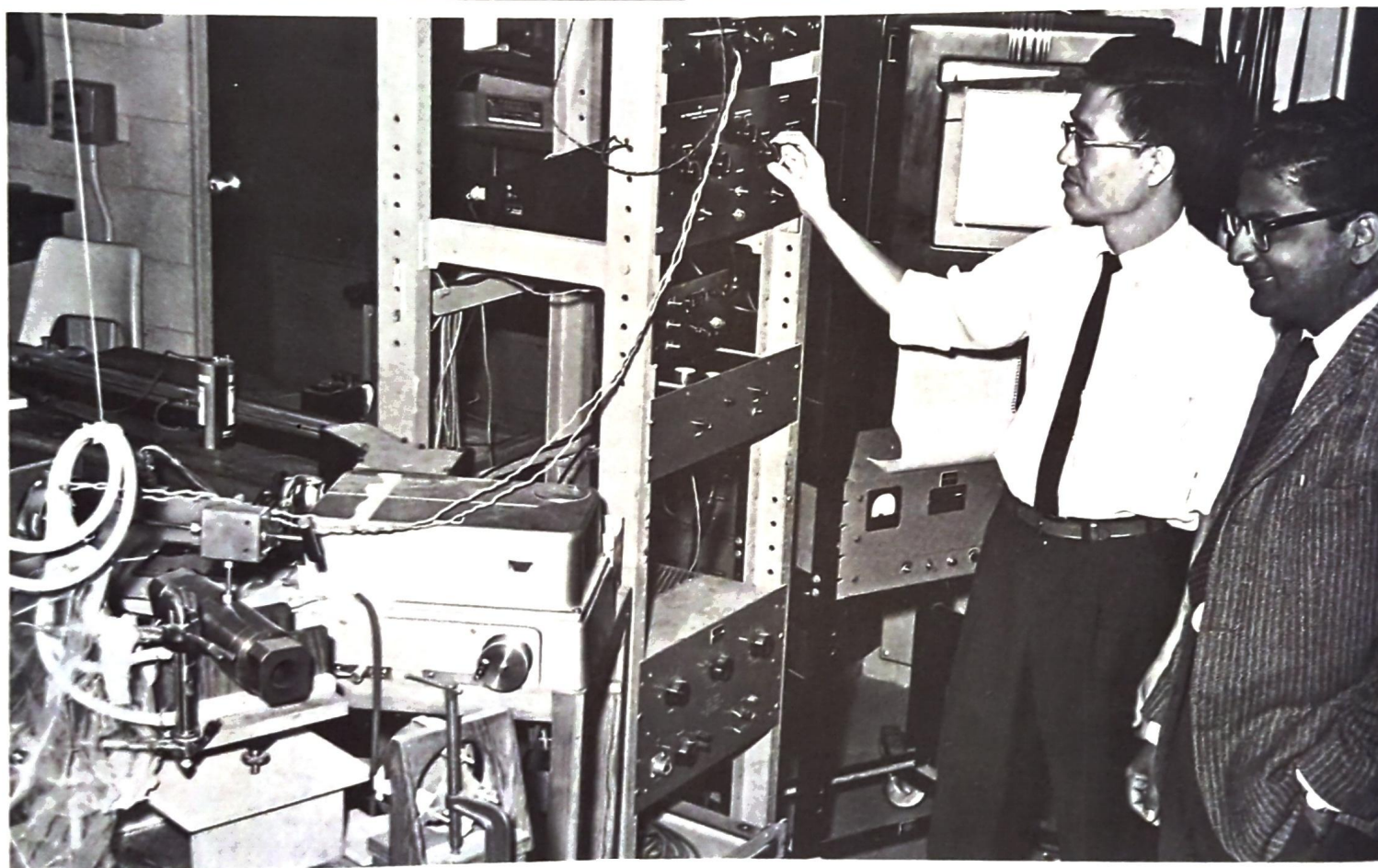
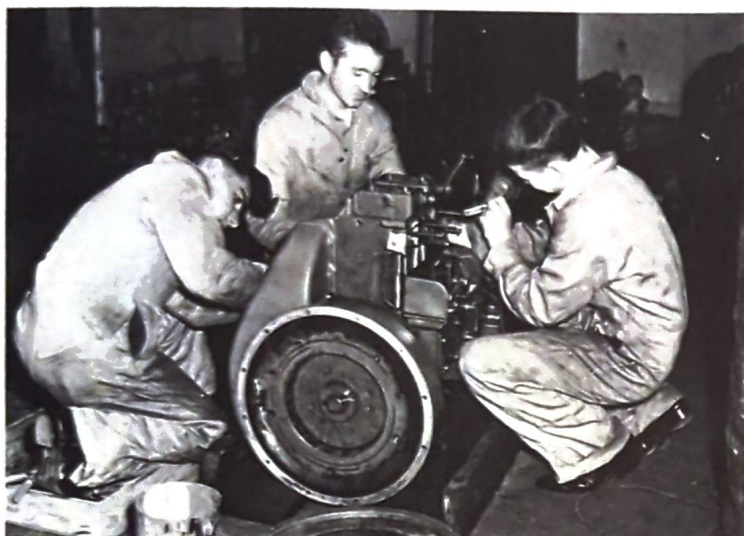
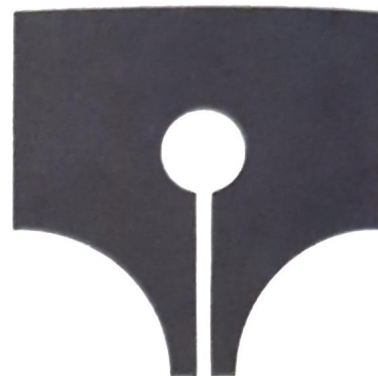
Ultra-modern language and physics labs. Some courses offer postgraduate research



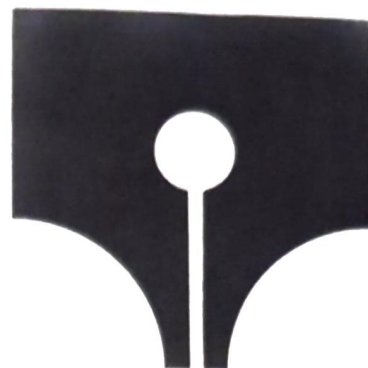
The spacious, well lit, modern
appointed library at Memorial
University



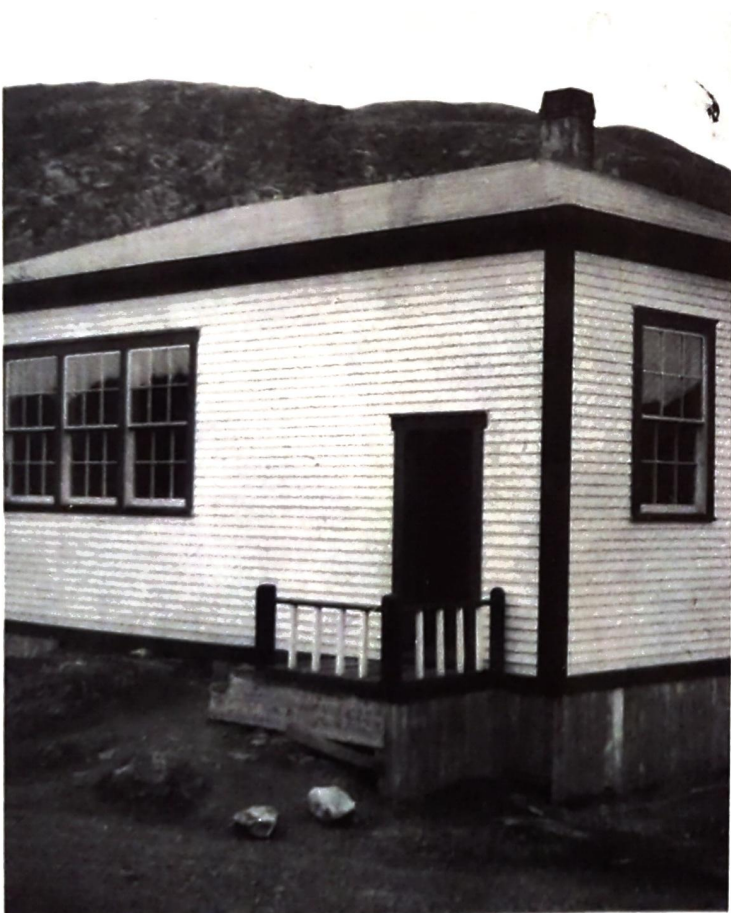
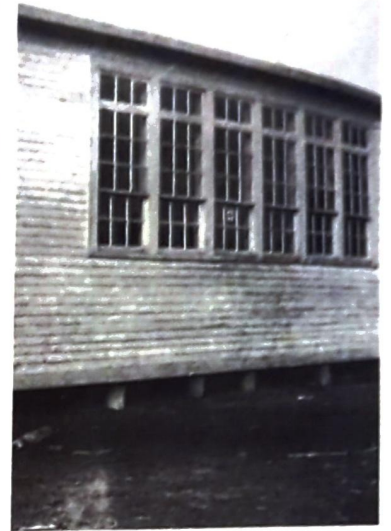
The technical revolution comes
to Newfoundland education



More training and more
technology in the sciences

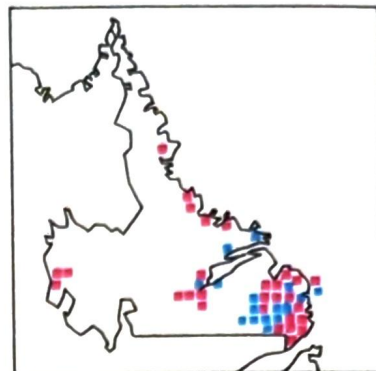


Only yesterday these schools
were typical of many of our
Newfoundland communities



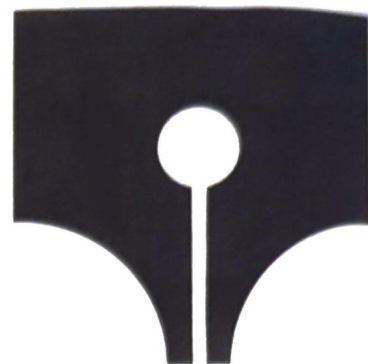
- Schools before 1949
- Schools after 1949

Schools

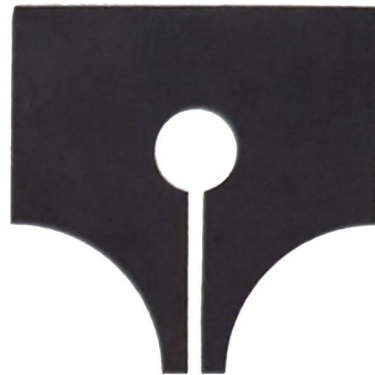


Newfoundland's many new schools, its colleges, and its University have the facilities for varied sports and recreation. 'All work and no play . . .'

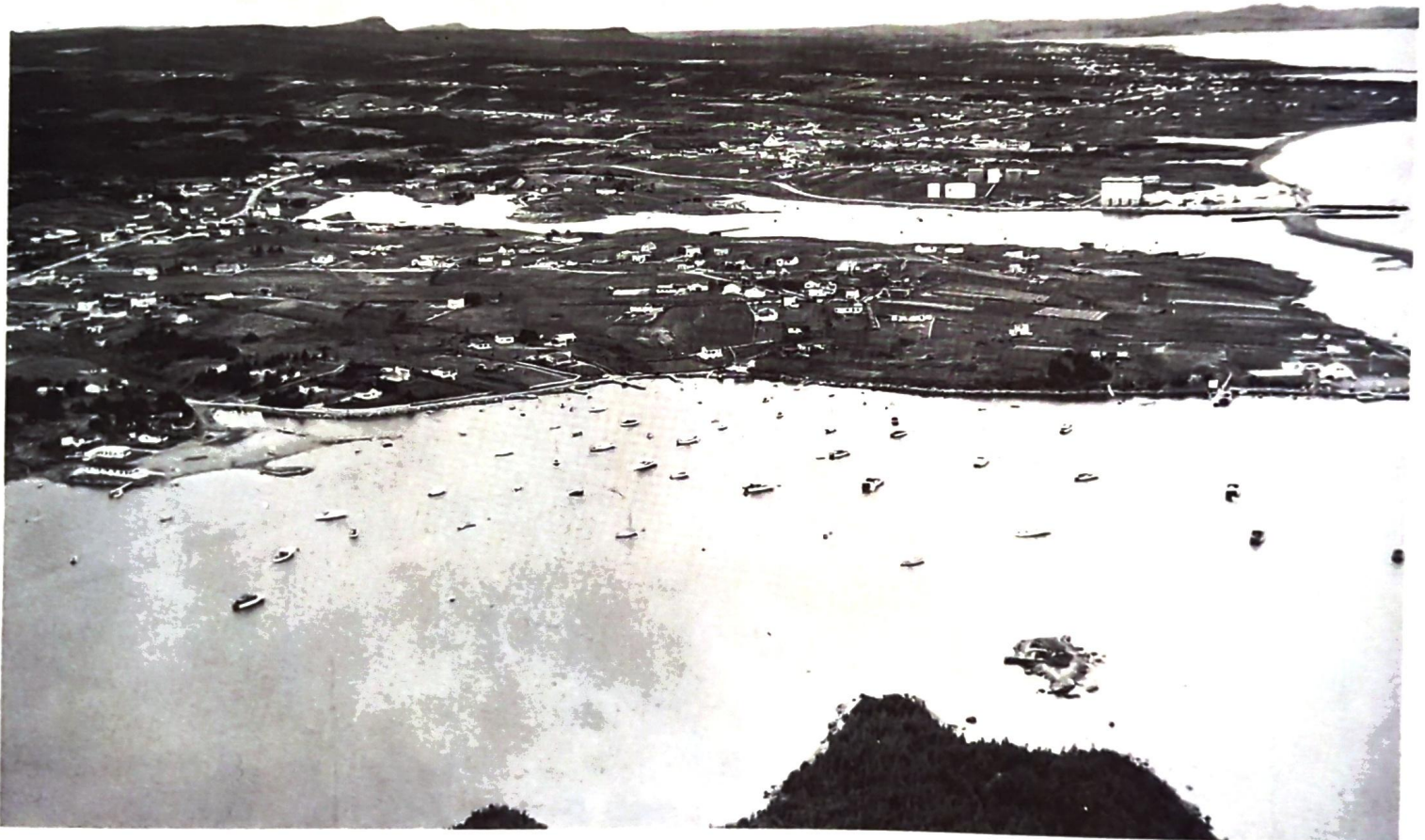
Recreation



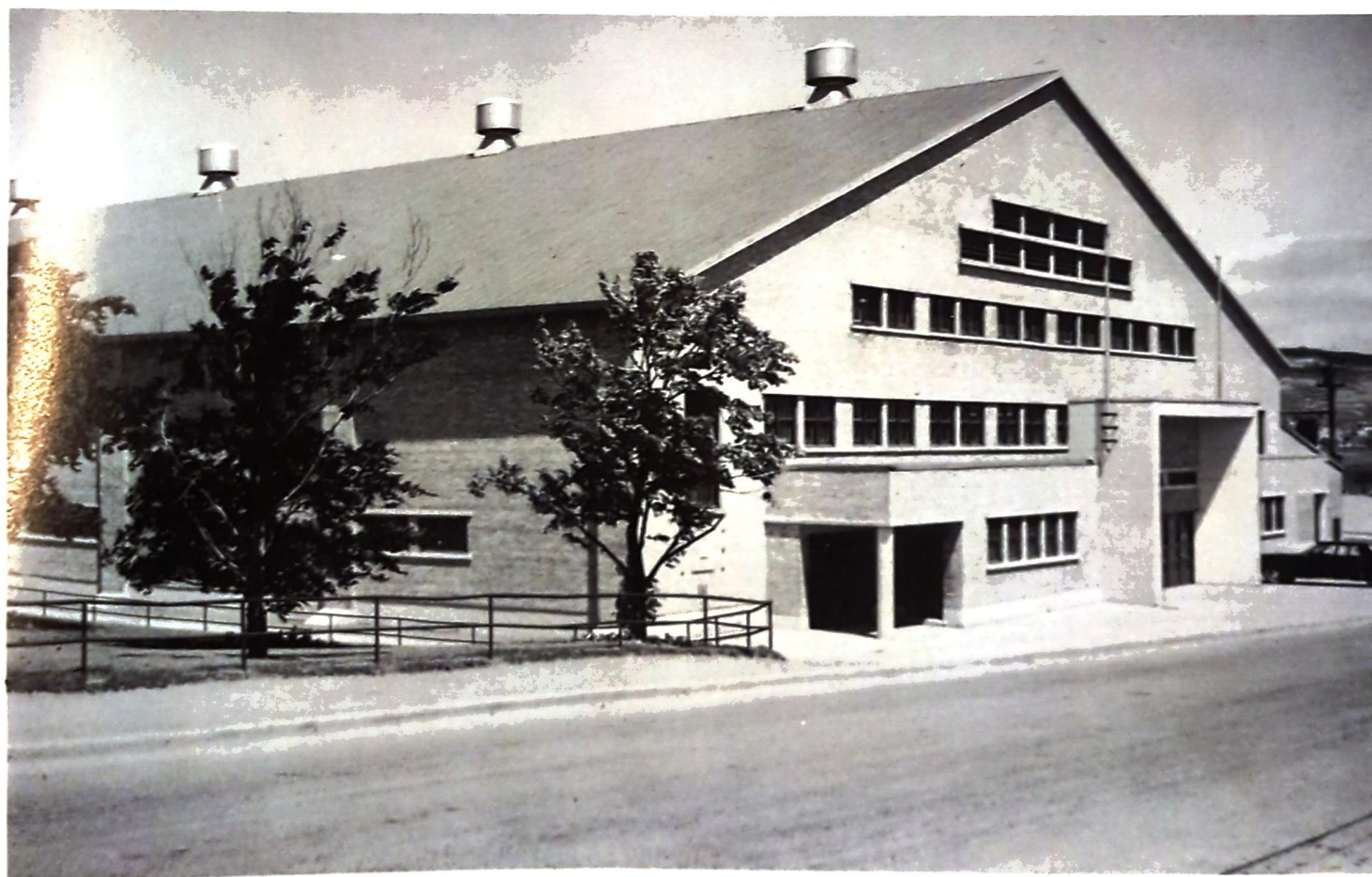
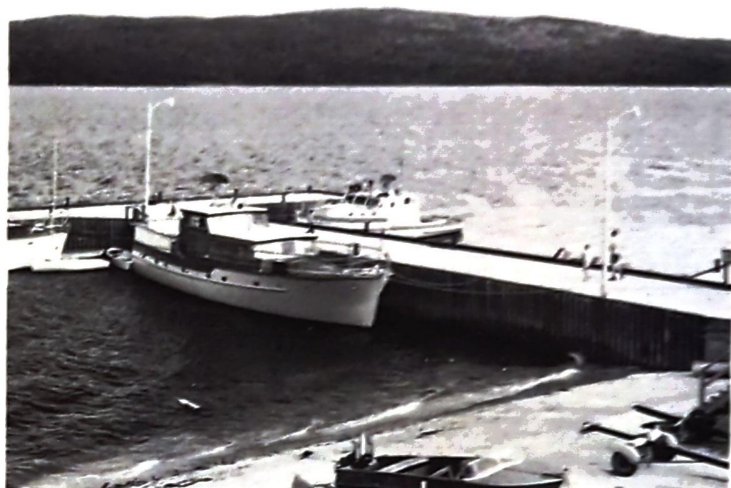
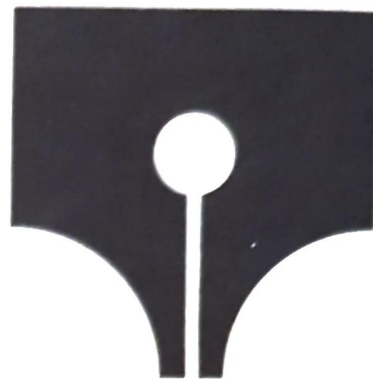
Skiing is fastly becoming a very popular sport in Newfoundland and Labrador



Tri-service cadet training corps
are very popular in Newfoundland.
We are also proud of our Royal
Newfoundland Yacht Club at
Manuels



Boating comes naturally to Newfoundlanders as well as many other sports such as hockey. In the top left hand corner is a picture of the stadium at Corner Brook and the bottom picture is the St John's Memorial Stadium





If there is one thing more than any other on which Newfoundlanders are agreed it is the absolute necessity to be self-supporting. Not for us the role of Canadian poor house. Nor would we be content to be even a rich Canadian colony. Nothing will ever satisfy us but to be economically a "have" Province, contributing more to the Canadian federation than we derive from it; at least, so far as money is concerned. We are most richly endowed with natural resources; and we have a sturdy, ambitious people. There was always something lacking, but Confederation has removed that lack.

We are destined to be one of Canada's two or three greatest mineral-producing Provinces. We are destined to be the greatest producer of hydro-electric energy. We are destined to be one of the three greatest pulp-wood Provinces. We will certainly quickly become the greatest fishing Province on the Atlantic seaboard. These great basic industries will call many secondary industries into existence, and they in turn will call many service activities into being. So our population will grow rapidly, and our standard of living rise ever higher. Few Provinces are so conscious of the necessary connection between economic production

and high standard of living. We learned that lesson the hard way, and it is stamped indelibly on our minds. And, in any case as the oldest white people living in the Western Hemisphere we are too proud to be economically dependent on others. We did not become Canadians to lean on Canada, or to use Canada as a crutch.

Fish production



1949 \$28,328,000
1965 \$47,955,000

Mining production



1935-1948 \$134,340,000
1949-1965 \$1,386,070,000

Paper production



1949-1962 \$457,706,165

Other industrial production

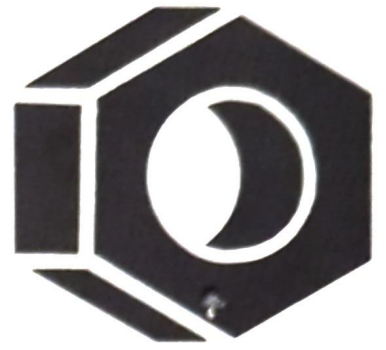


1950-1961 \$1,230,424,000

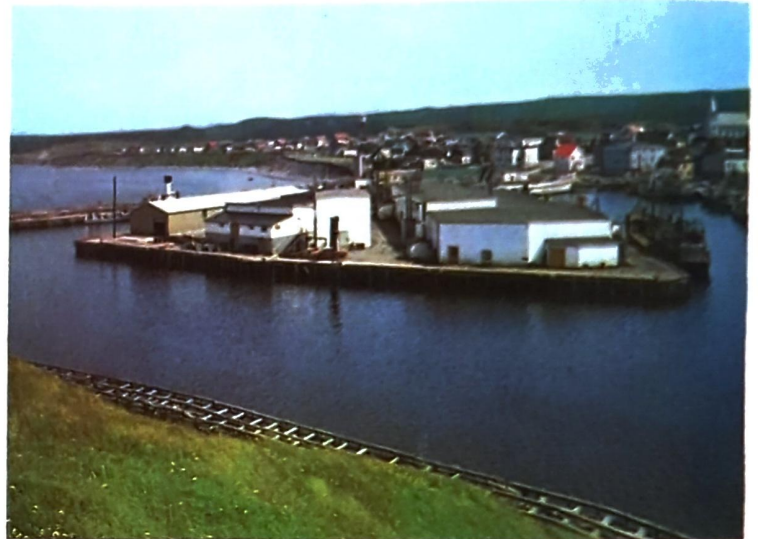
■ before 1949
■ after 1949

Many roads have helped to bring many industries to our hitherto isolated communities in Newfoundland. Here is Ramea showing the fresh fish processing plant at the right

Industry



Grand Bank, Fortune and
Harbour Breton also have their
modern fresh fish processing
plants . . .



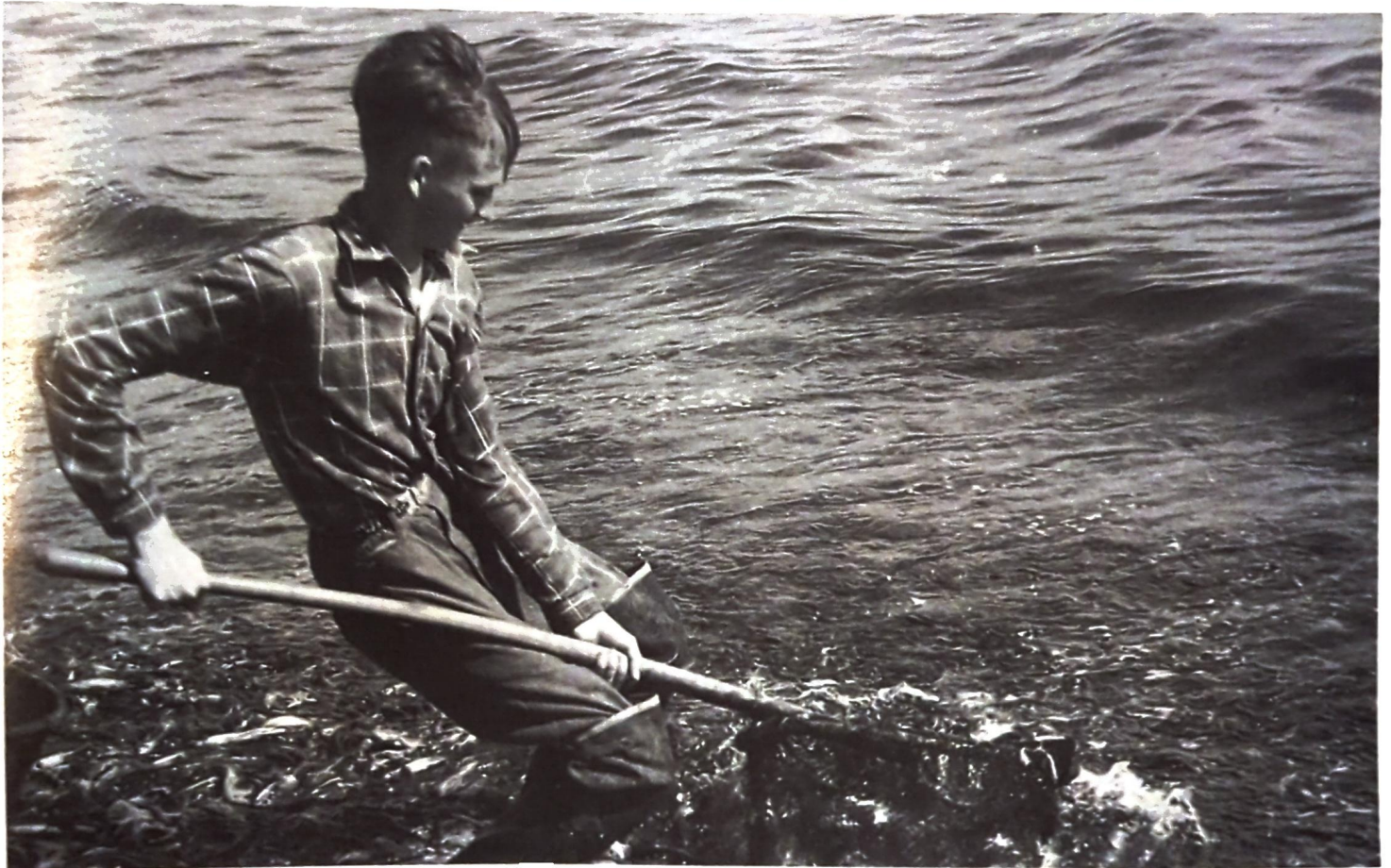
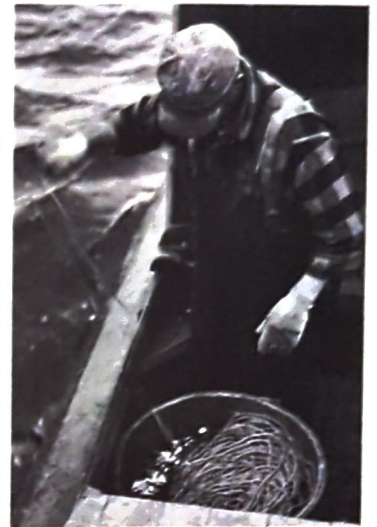
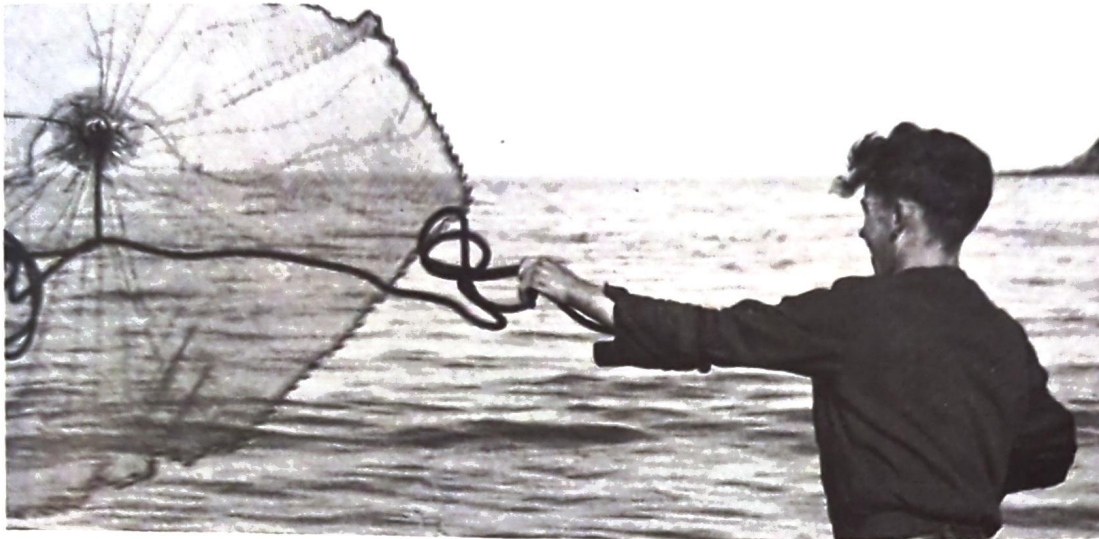
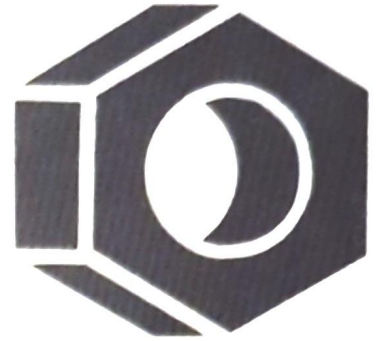
... as also do the towns of
Burin and Burgeo. These plants
work to capacity all year round

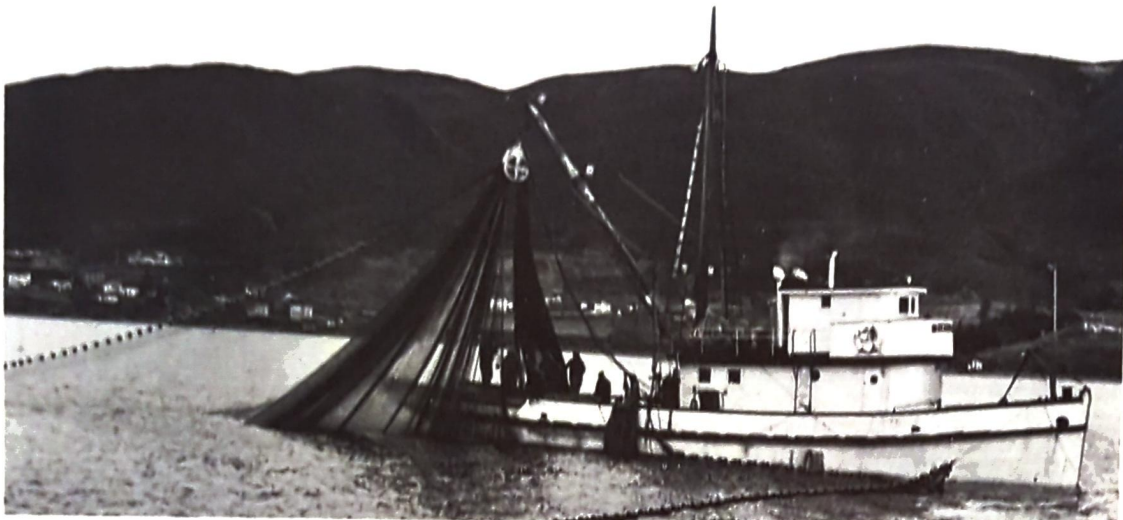


Beautiful scenes in snug fishing
settlements such as Hibbs Cove,
Port de Grave

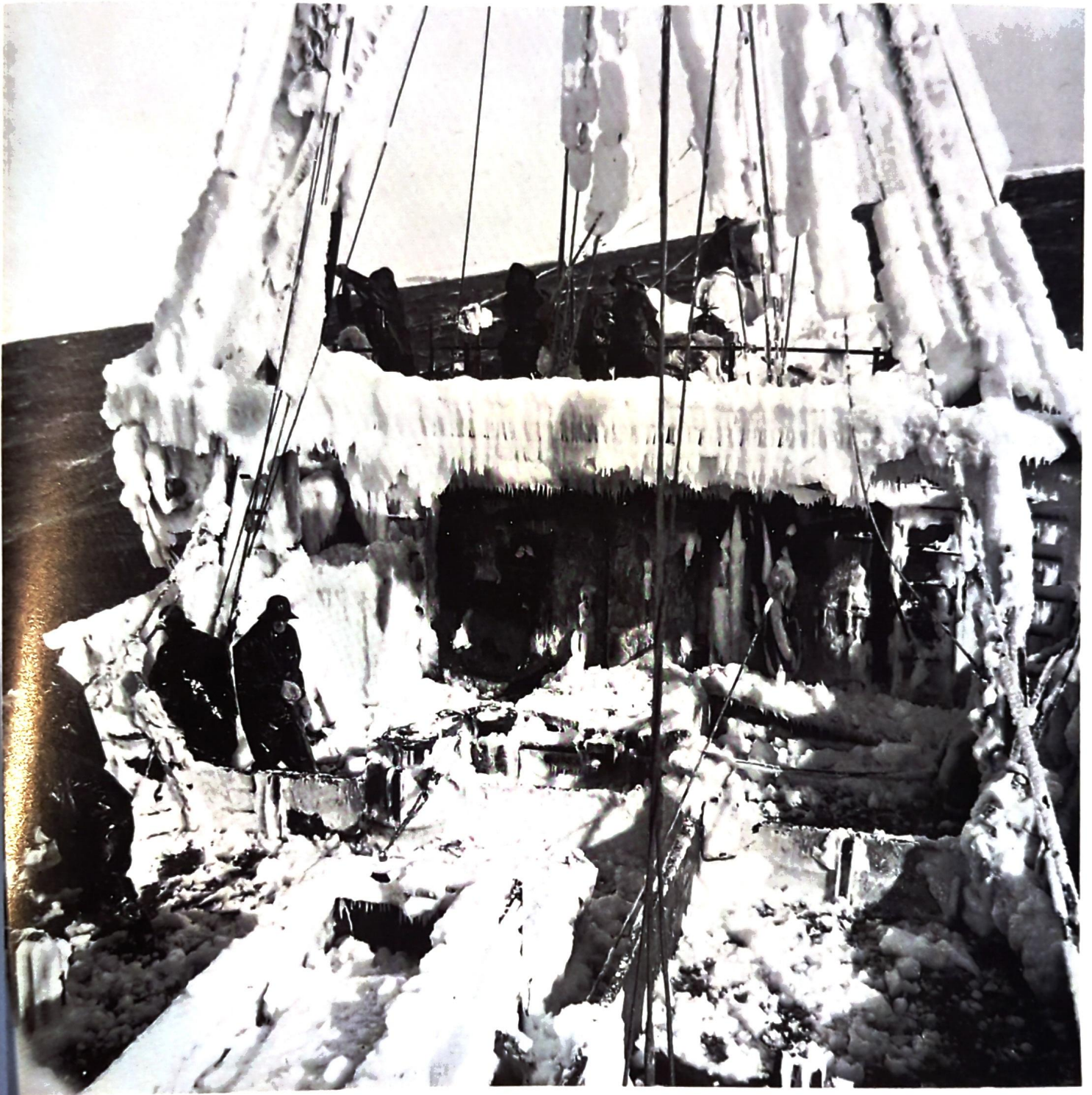
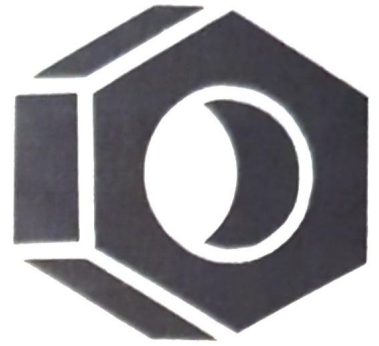


Besides the longliner younger
fishermen enjoy the thrill of the
catch





Many are the hazards of deep sea
fishing but Newfoundland
fishermen are a hardy breed



Existing fish plants such as this one shown here at Harbour Grace are still expanding and introducing new methods of processing



Newfoundland is fast coming
into its own in the mining
industry as shown here at
Rambler Mines, Baie Verte, and
the copper mines at Tilt Cove



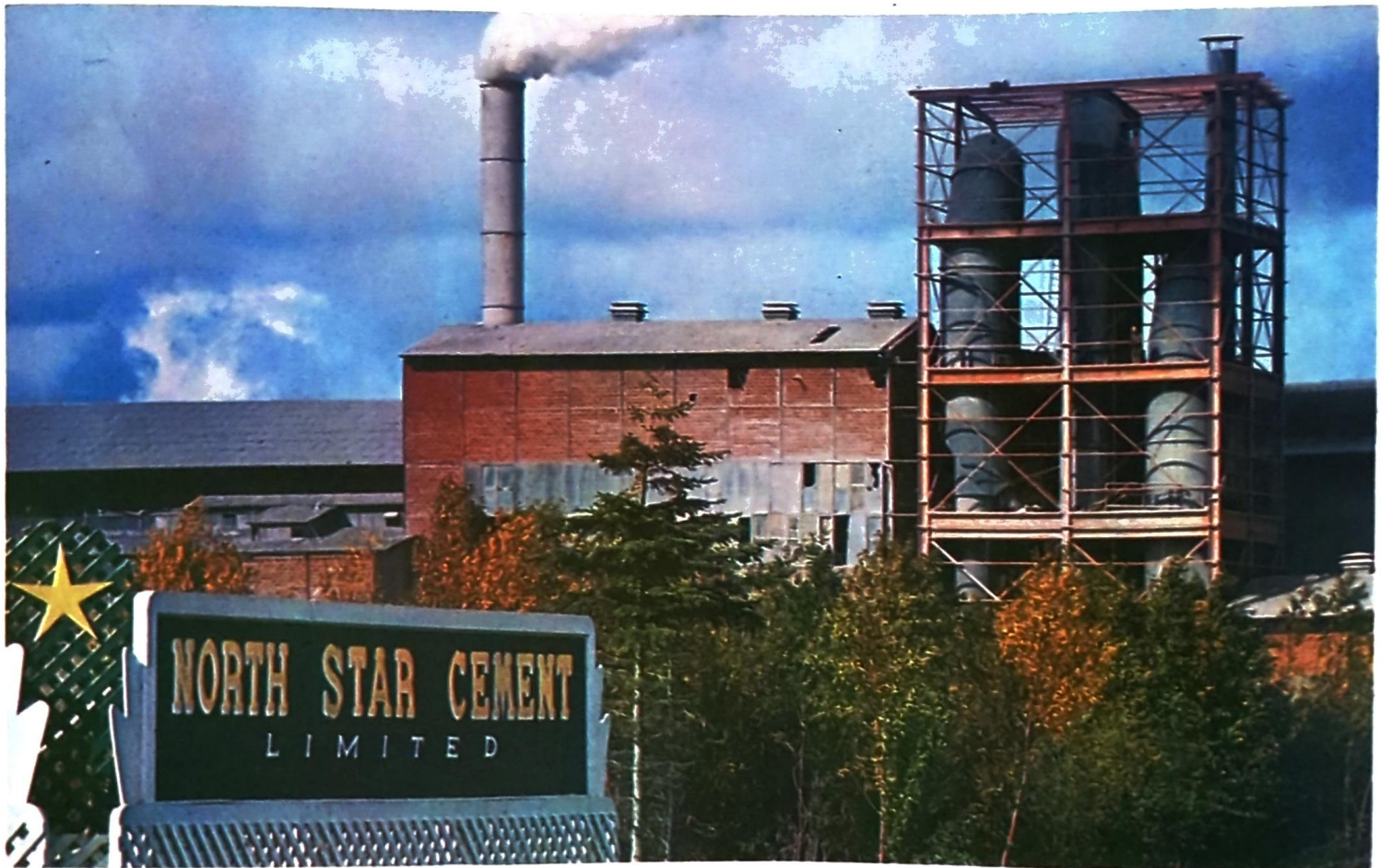
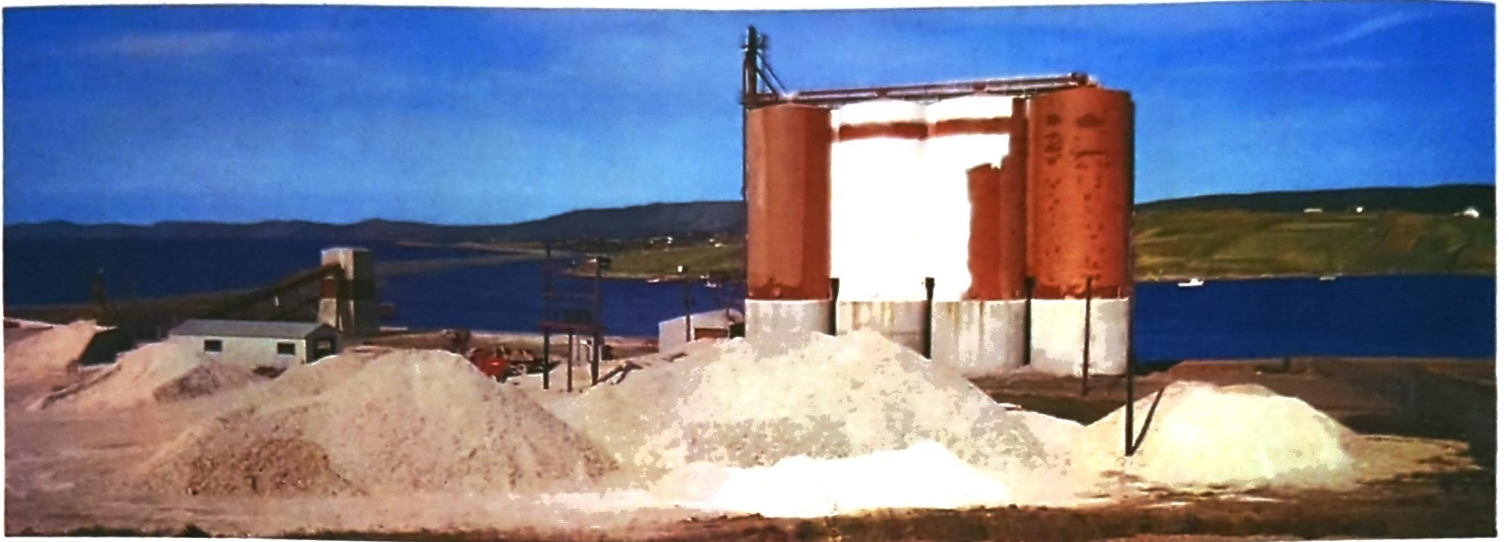
Gypsum rock operations at Flat Bay, St George's feed our mills at Corner Brook



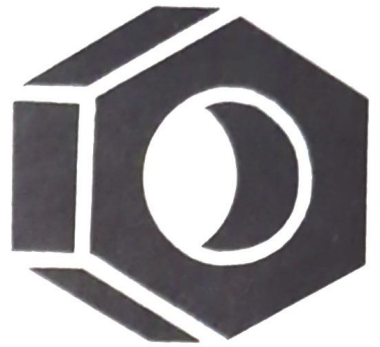
The bottom picture indicates
another new fast-growing
industry, concrete redi-mix at
Humbermouth



The talc mine at Long Pond and
the cement mill at Corner Brook
keep many Newfoundlanders
employed all the year round



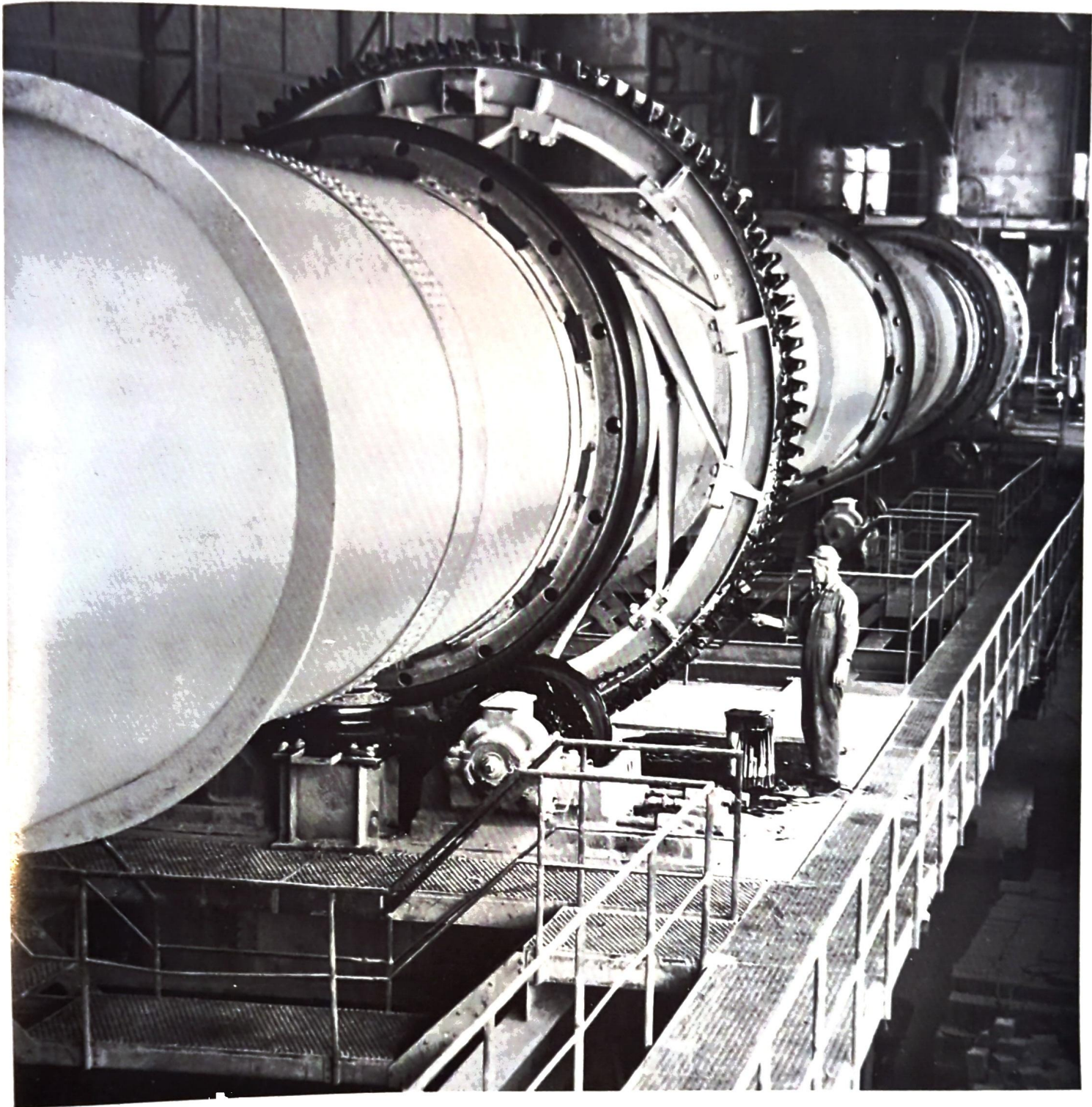
The Wabush plant at the bottom of this page produces 5.3 million tons of high grade concentrate yearly



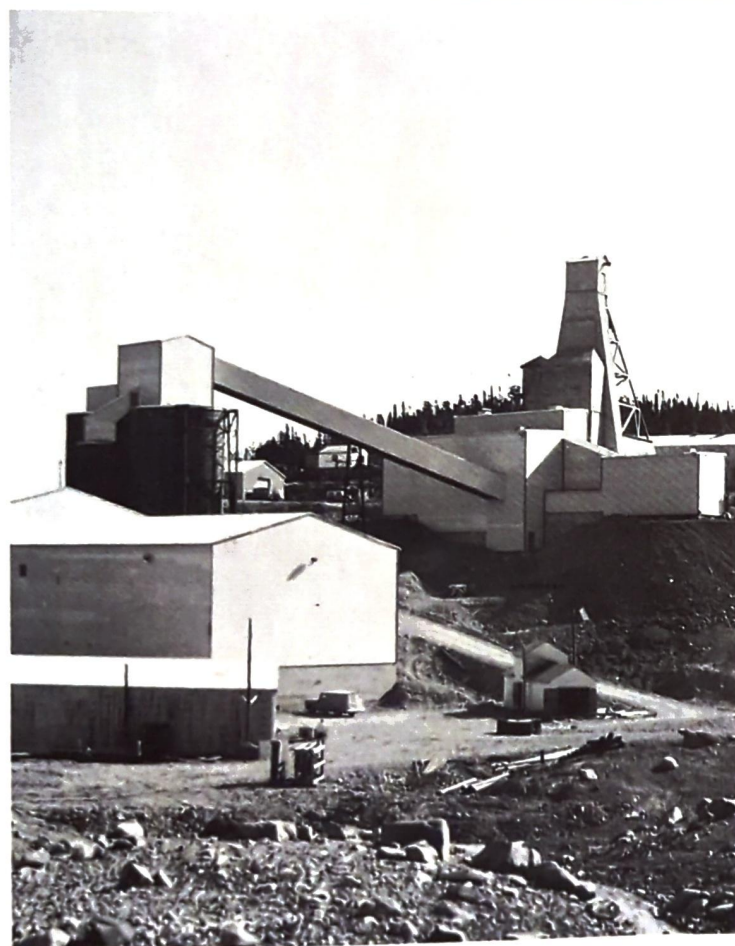
The new Asbestos Mine and
Mill at Baie Verte



The wheels of industry are
keeping Newfoundland and
Newfoundlanders prosperous.
The Rotory Kiln, Cement Mill,
Corner Brook

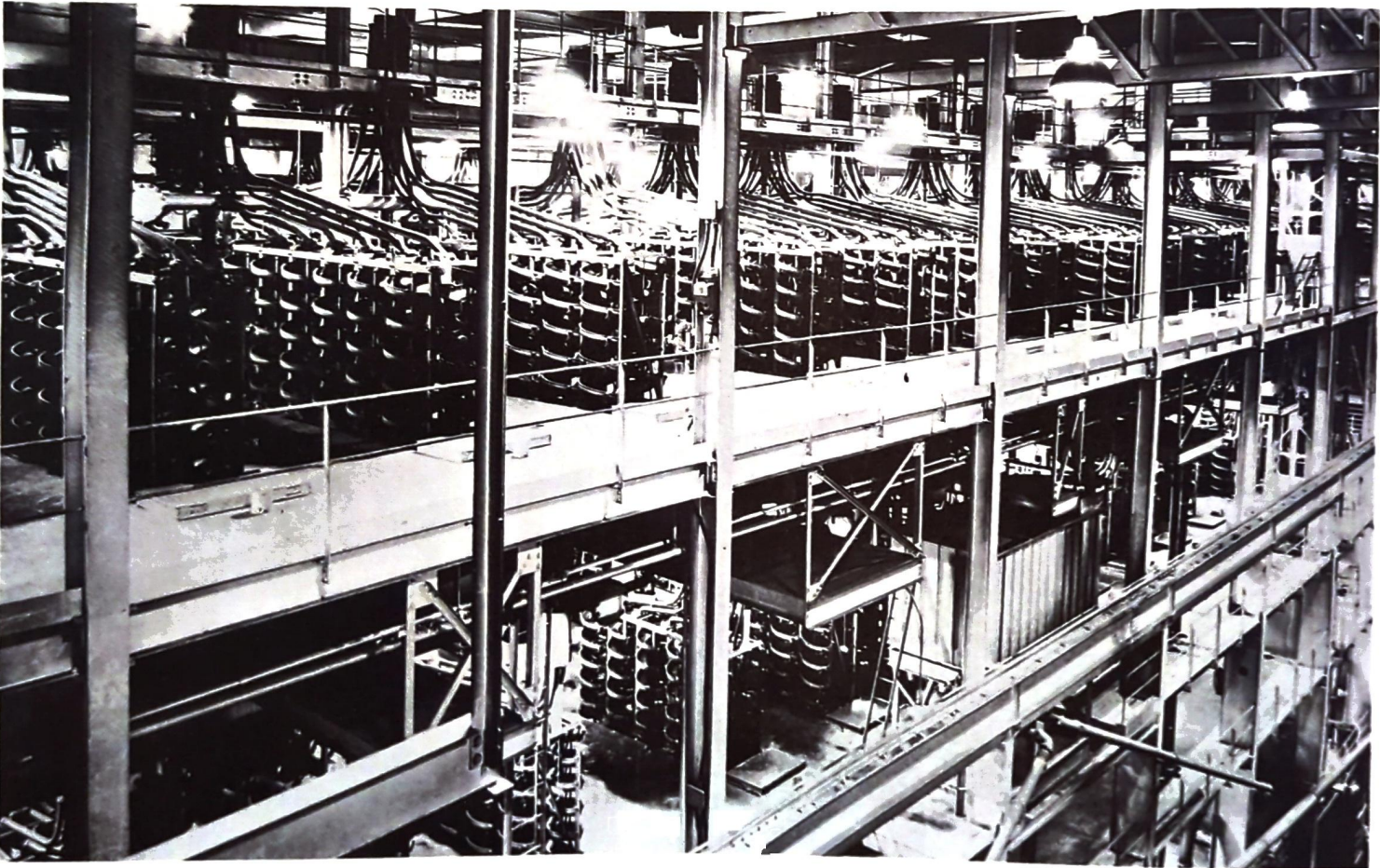
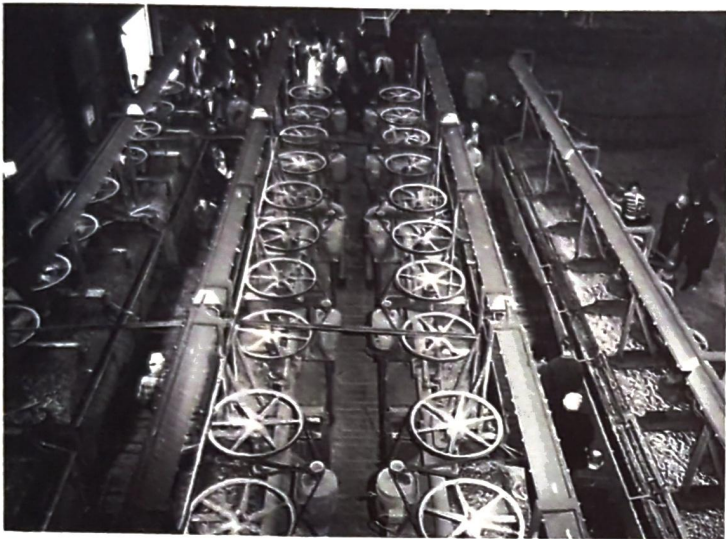


Mining operations at Whales
Back copper mine and Rambler
Copper Mine

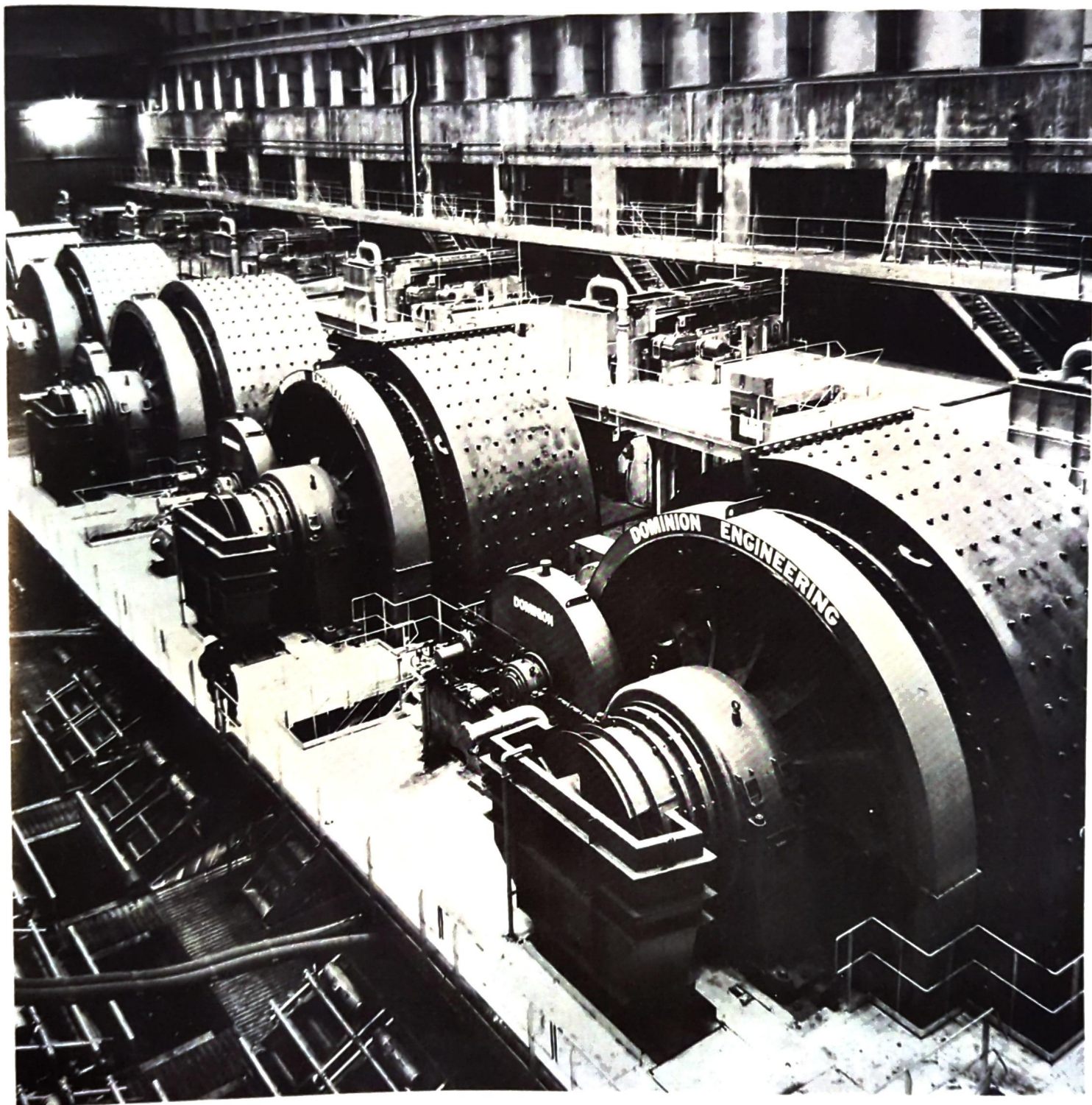




The Concentrating Plant at
Wabush Mines, Labrador



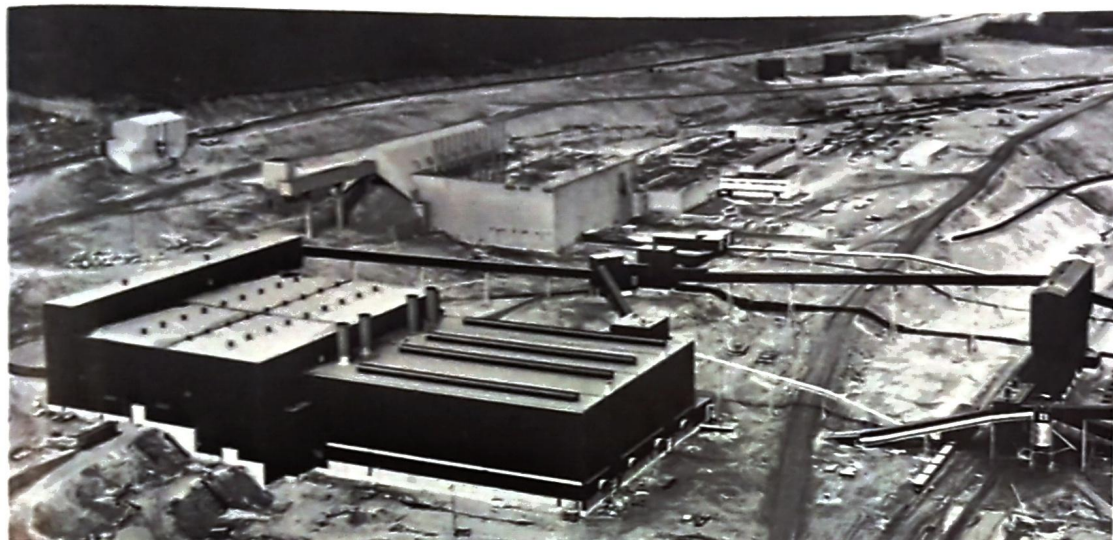
Gyratory crushers at Wabush
Mines, Labrador



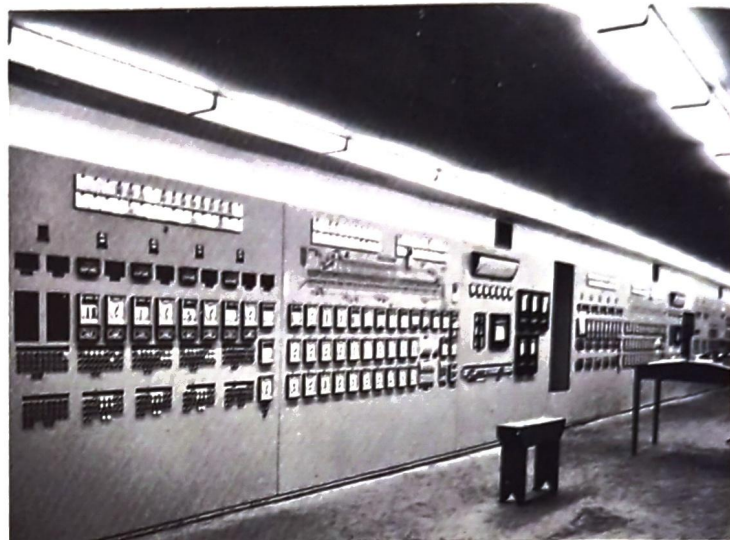
The first blast at the Smallwood Mine, Carol Project, Labrador City



The huge pelletizing plant and
open pit mining, Labrador City



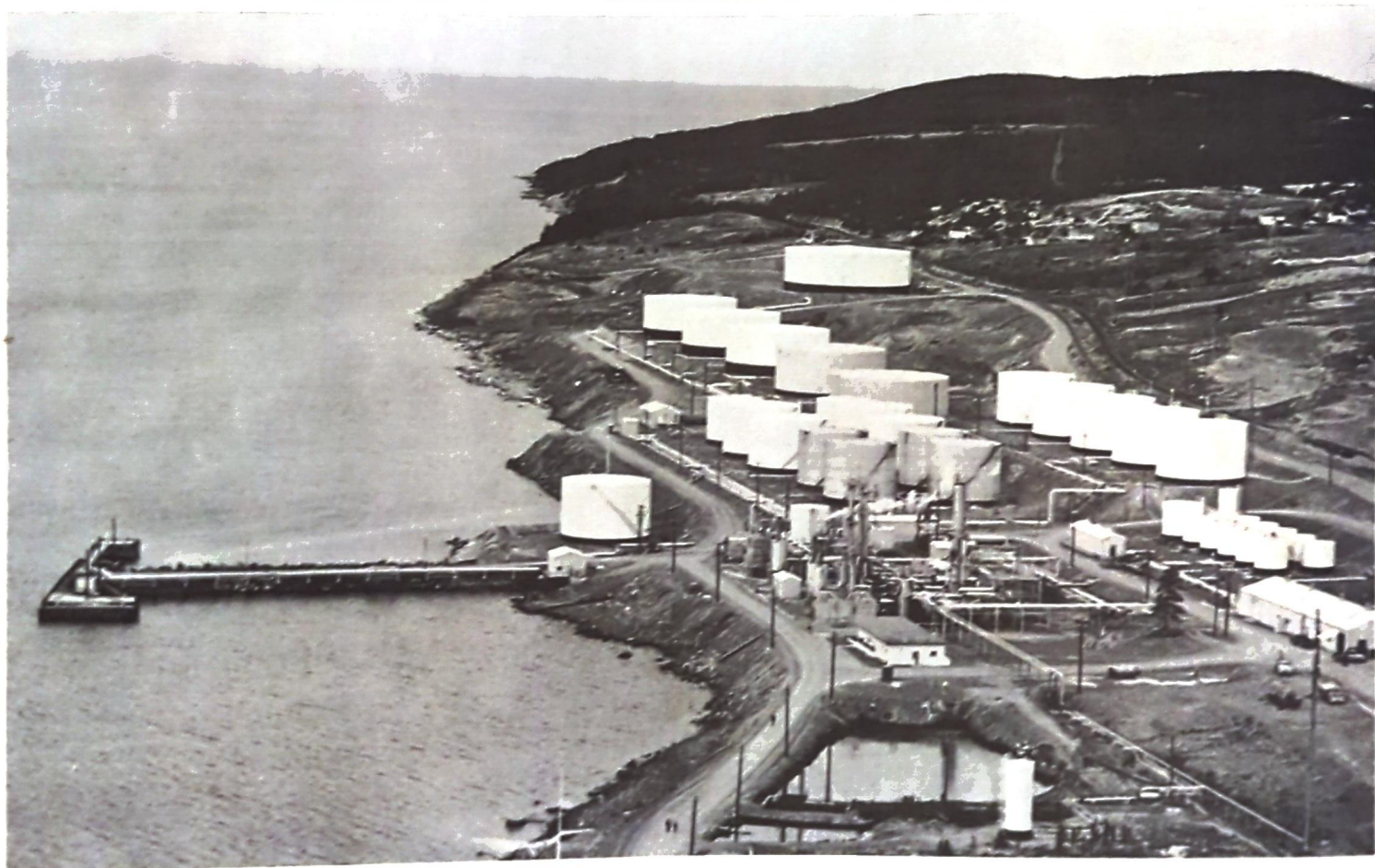
The iron ore mines of Labrador
are probably the most scientifically
operated anywhere in the world



An operation that sprang out of
the Cement Mill at Corner
Brook showing a part of the
Lundrigan complex at
Humbermouth

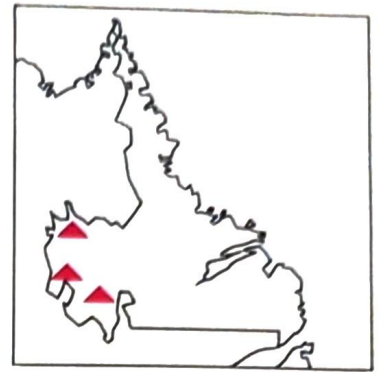


Newfoundland's first animal and
poultry feed mill at St John's,
and the first oil refinery at
Holyrood



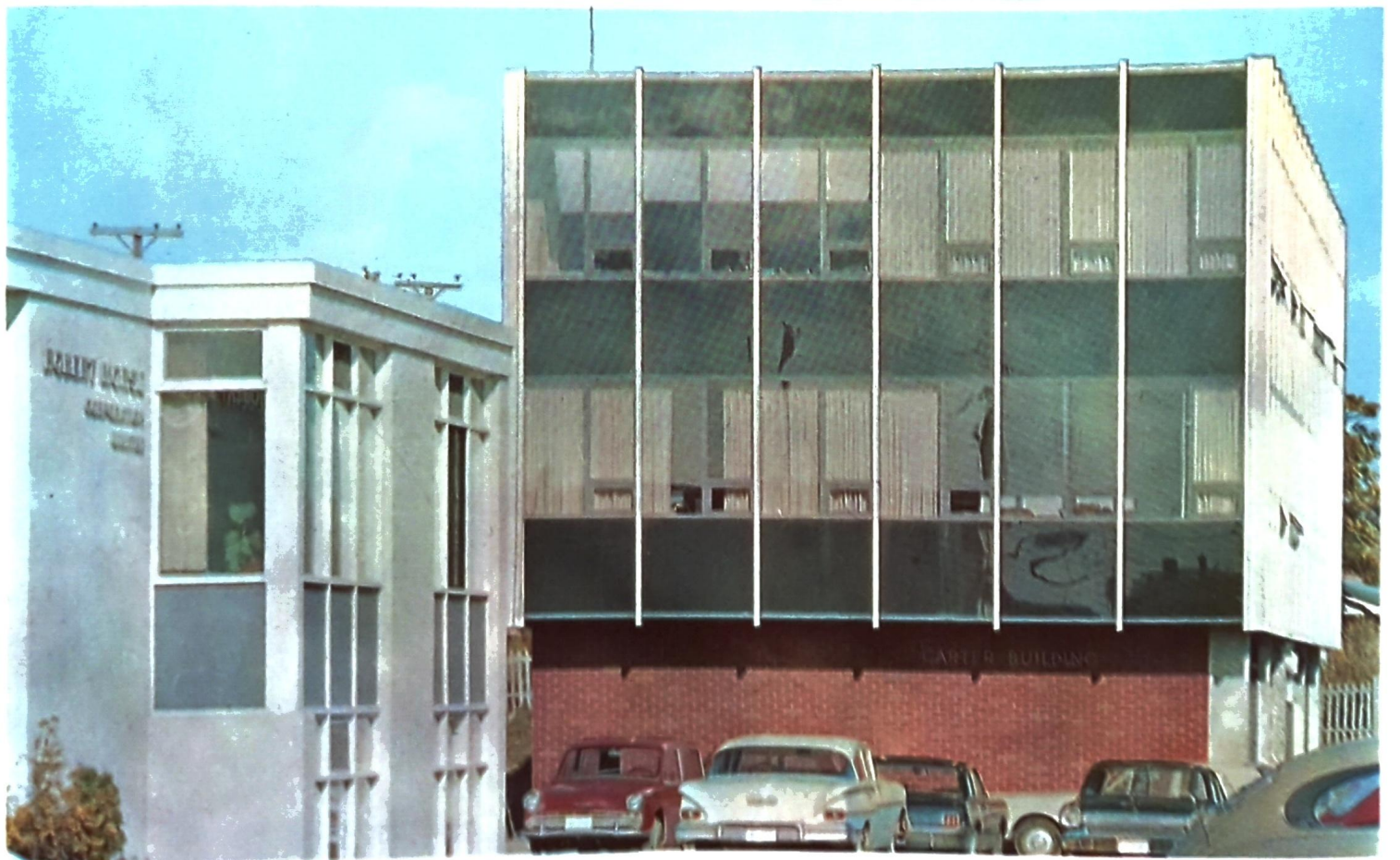
Industrial development

- Oil Refinery
- ▲ Mines and Quarries in production 1949
- ▲ Mines and Quarries which have come into production since 1949
- Power Plant
- Shipyards
- Shoes, Leather Goods, Woollen Goods, Cotton Goods, Chipboard, Plywood, Steel Packages
- Engineering, Pre-stressed Concrete Feed Mill, Cement Gypsum Board
- ▲ Steel Mill

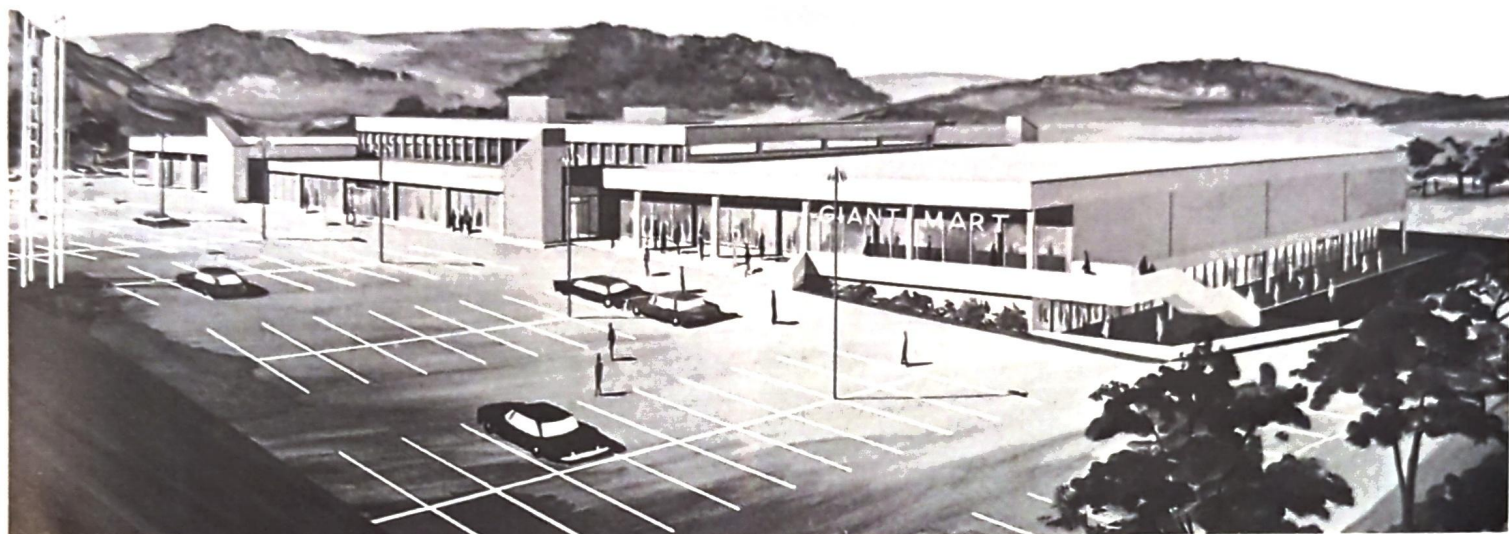


Many new modern supermarkets and office buildings such as shown on this page have sprung up in St John's and Corner Brook as well as other larger and smaller towns throughout the Province

Commerce



Another new modern shopping center under construction at Corner Brook bringing to Newfoundland additional modern and efficient retail merchandising



More new shopping centers in St John's and Labrador City, as well as the modern office building formerly the Imperial Oil Building, Elizabeth Avenue, St John's



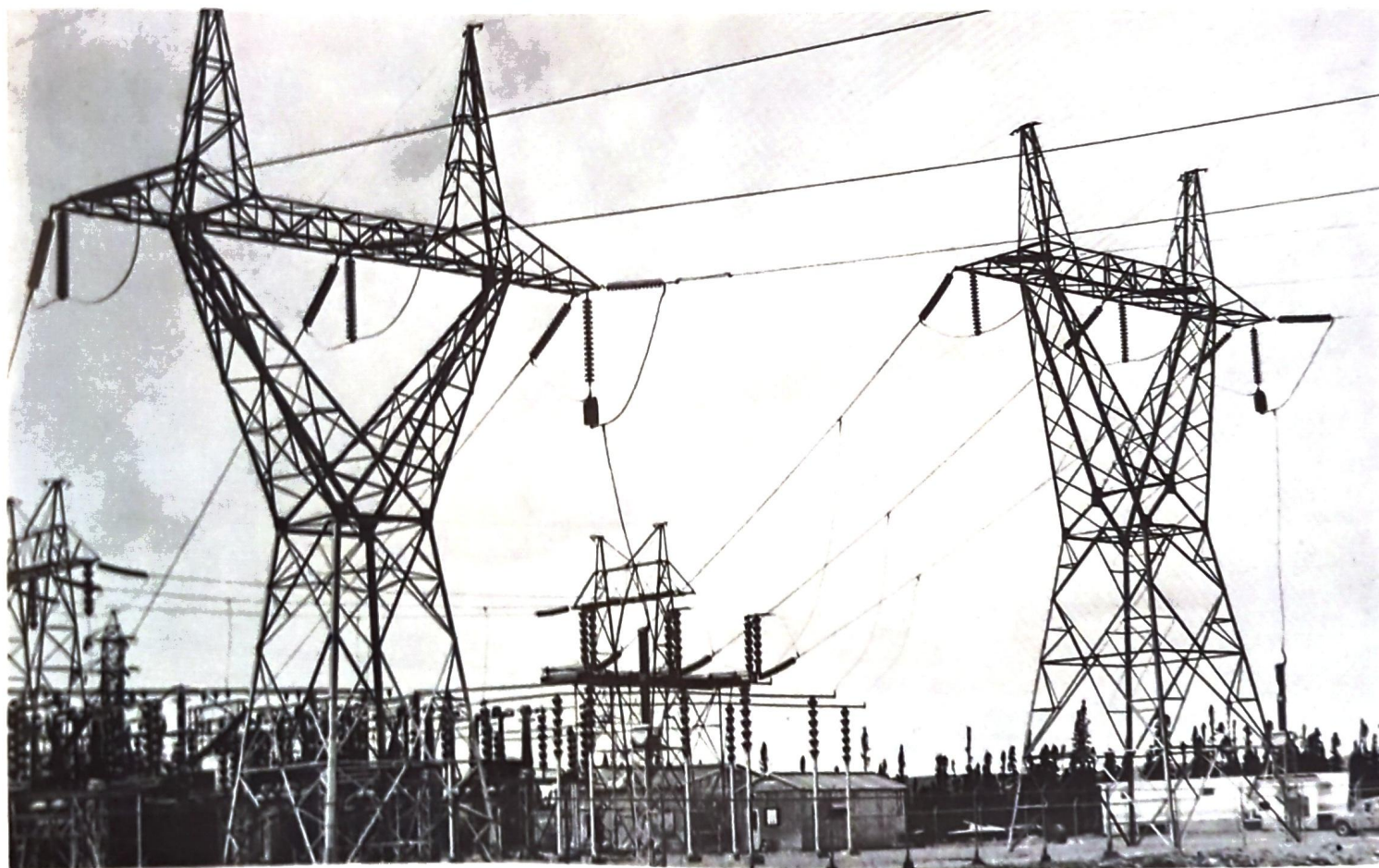
Hydro Electric Development



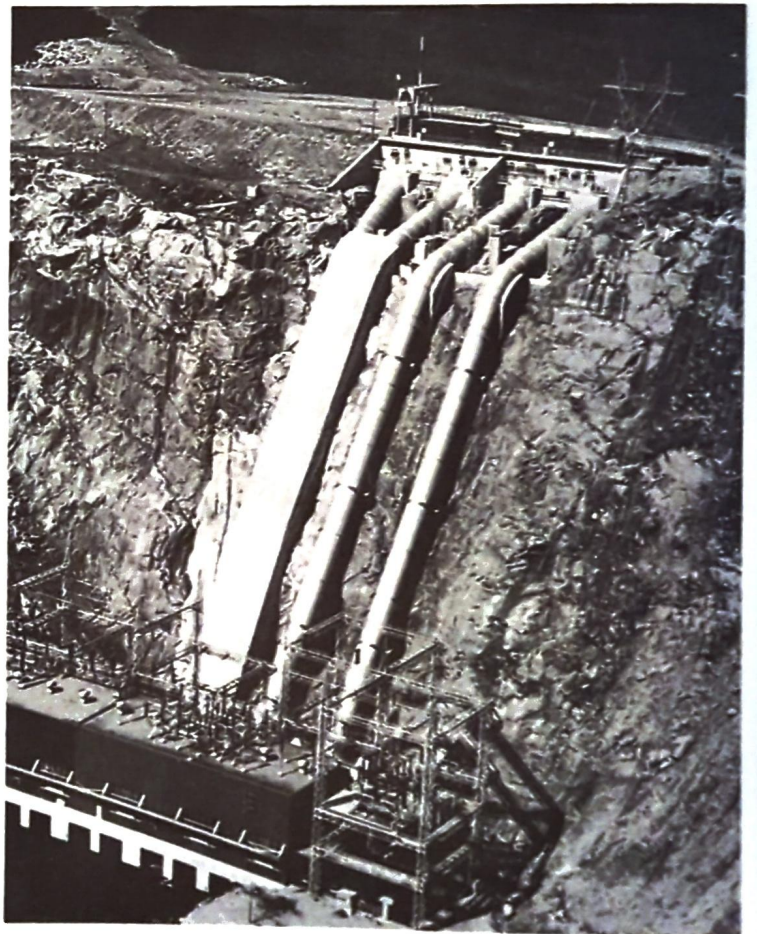
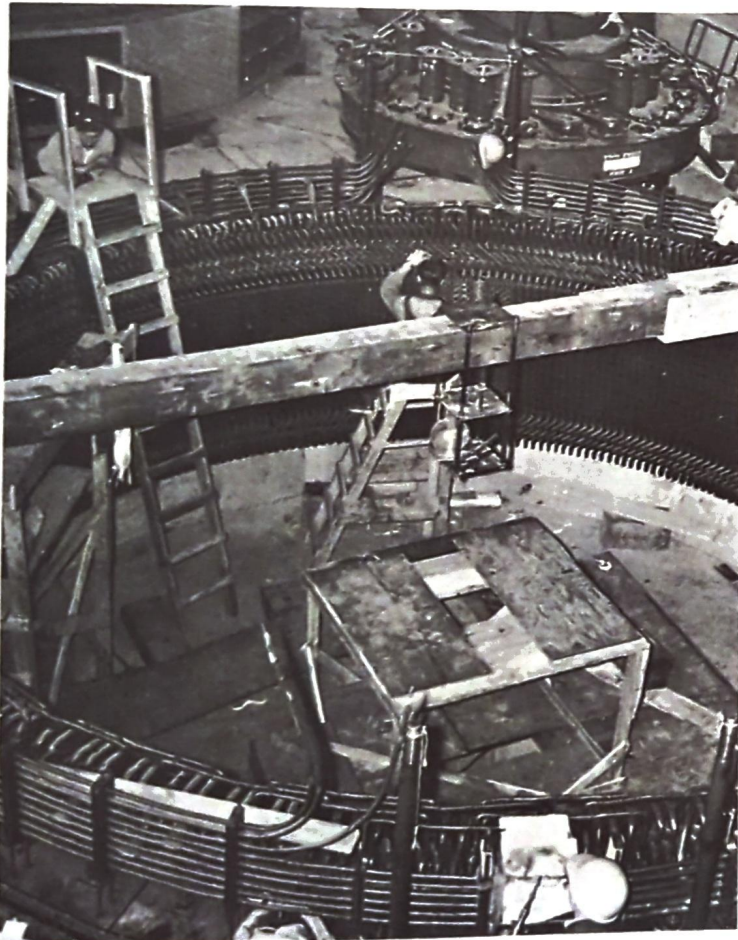
We have well over 1,000,000 horsepower of hydro-electric energy still undeveloped on the Island of Newfoundland itself, and by means of the Newfoundland and Labrador Power Commission the Government are now embarking upon a very intensive programme of developing it. In this present year we will come close to completing the first phase, and by the time this first electricity pours out of Bay d'Espoir a total of eighty million dollars will have been spent. It is intended to sell electricity to domestic users for less than one cent, perhaps substantially less than one cent, a kilowatt hour. A great increase in the number of homes to be heated by

cheap electricity is foreseen. Great as this amount of power is, however, it is relatively trifling when compared with the enormous resources of hydro-electric energy in Labrador. The great Churchill River, Upper and Lower, will produce 6,000,000 horsepower. In addition to that greatest of all single sources of hydro-electric energy in the world, Labrador has numerous other watersheds and rivers. Preliminary surveys of them, made by British Newfoundland Corporation (BRINCO), indicate additional potential of something getting up toward 7,000,000 horsepower. A block of this power will come to the Island of Newfoundland

and be fed into the great transmission grid which is presently under construction on the Island. Power is to be offered to large users at a price running as low as two and a half mills (one-quarter of a cent) a kilowatt hour. Already some well known industrial corporations have decided to move into the Island of Newfoundland to make use of power at this remarkably low price.



This sort of thing is becoming a familiar sight in our Province. To meet the ever increasing demands of industry, new homes, churches, and schools, more and more hydro energy is being developed

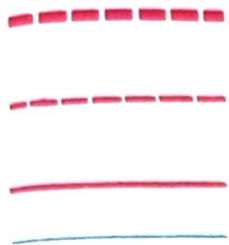


Here in Central Newfoundland
at Rattling Brook is located one
of the sites of the Newfoundland
Light and Power Company
Limited



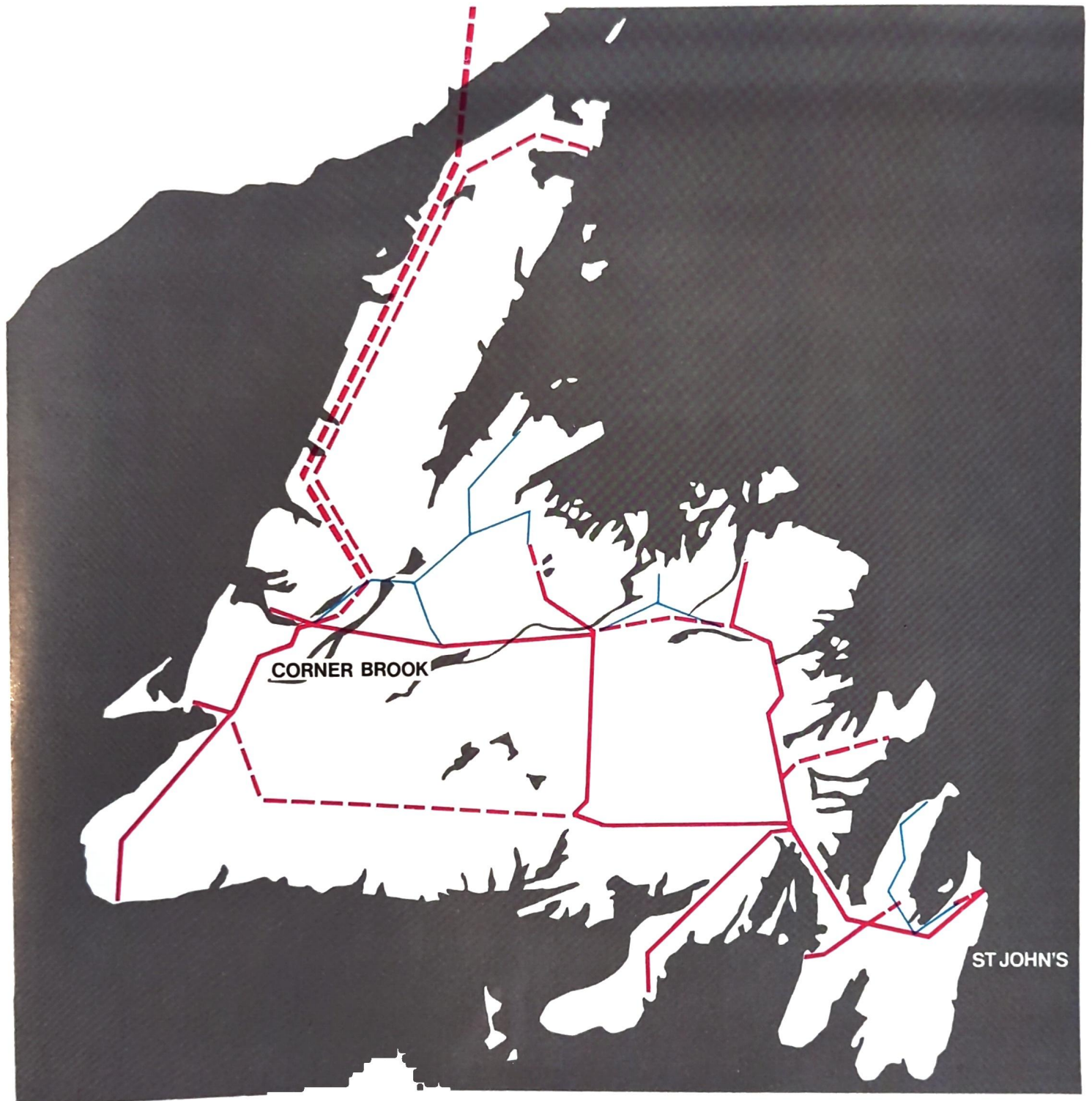
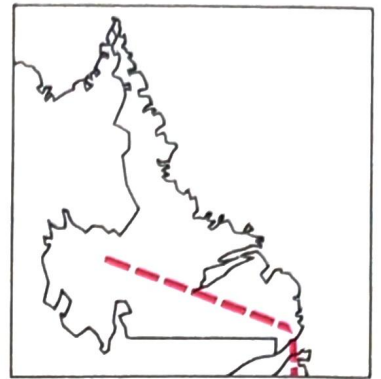
The mighty Churchill Falls in Labrador where millions of horsepower will be developed annually represents probably the largest storehouse of power left in the world





Existing Transmission
Facilities
Under construction -
schedule completion 1967
In planning stages
Tie to Churchill
Development and other
Labrador sources of power

Transmission grid





One of the sorry things about Newfoundland's lateness in entering the Canadian Confederation is the fact that it was only in 1949 or 1950 that Canada began to construct Federal buildings in the new Province.

Where for decades, and in some cases almost a century, the Federal Government of Canada had been constructing buildings, canals, railways, and other notable public works in the Provinces, in Newfoundland during all those years we had been deprived by our own poverty of the means to construct decent and adequate public buildings.

Already, although Confederation

is now only seventeen years old, Ottawa has spent many hundreds of millions of dollars in the construction of public wharves, breakwaters, light houses, airport extensions and improvements, post offices, R.C.M.P. quarters, Canadian National Telegraph buildings, departmental buildings, community stages, bait depots, and a host of other public services in our Province.

More has been done by Ottawa in these seventeen years to give our fishermen and mariners wharves, breakwaters, bait depots and the like than in all the previous history of Newfoundland. And Ottawa has paid most of the cost of building the Trans-

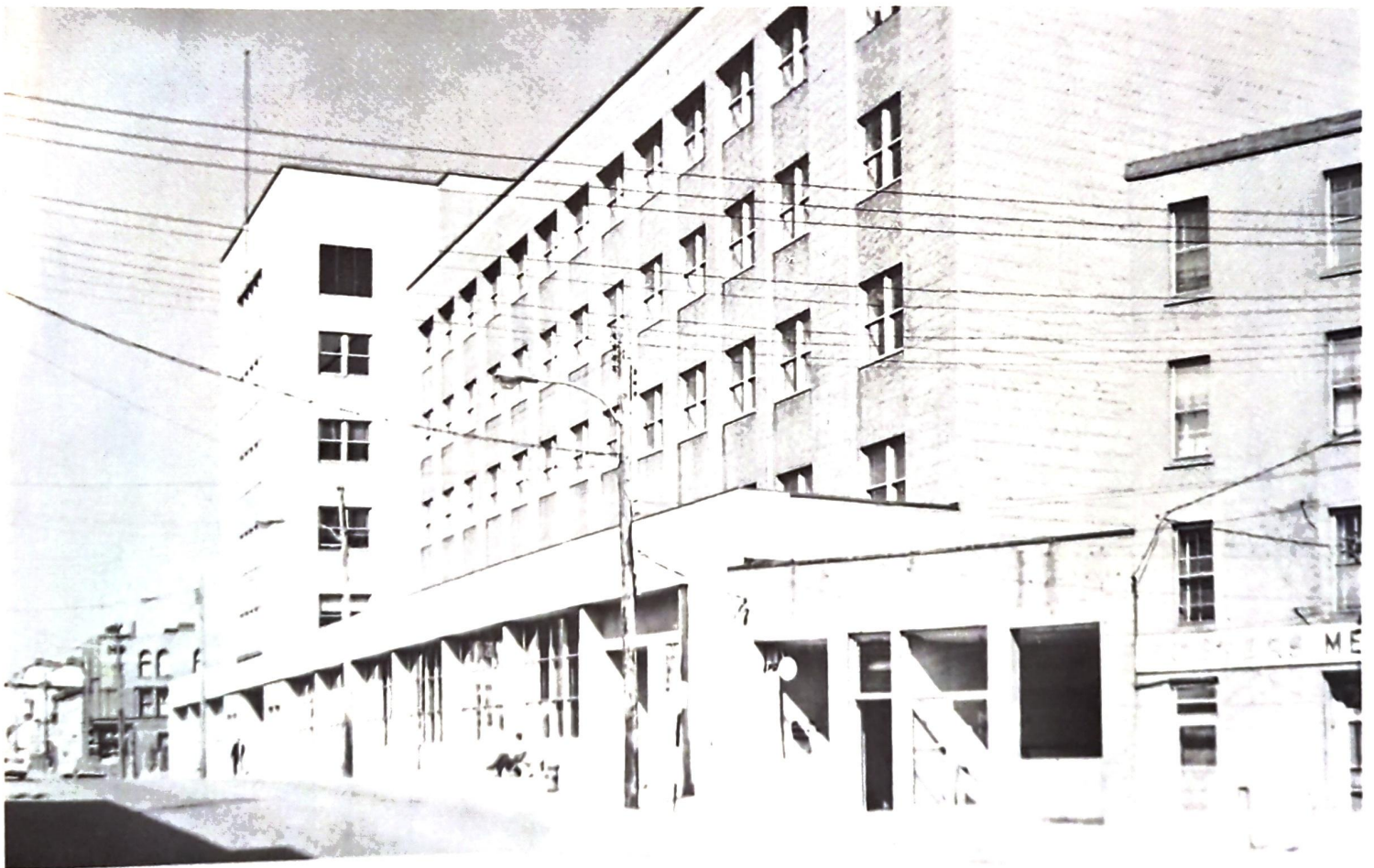
Canada Highway.

Ottawa has also contributed many millions of dollars to the Newfoundland Government to assist in the construction of roads to resources, trunk roads, and other types of road in this Province.

It might also be said that if Ottawa had never done anything for Newfoundland beyond providing us with these Federal public services Confederation would have been well worth while. And these public services, running to hundreds of millions of dollars in value, are only a small part of the vast sums of fresh capital poured into this Province by the Government of Canada in the past seventeen years.



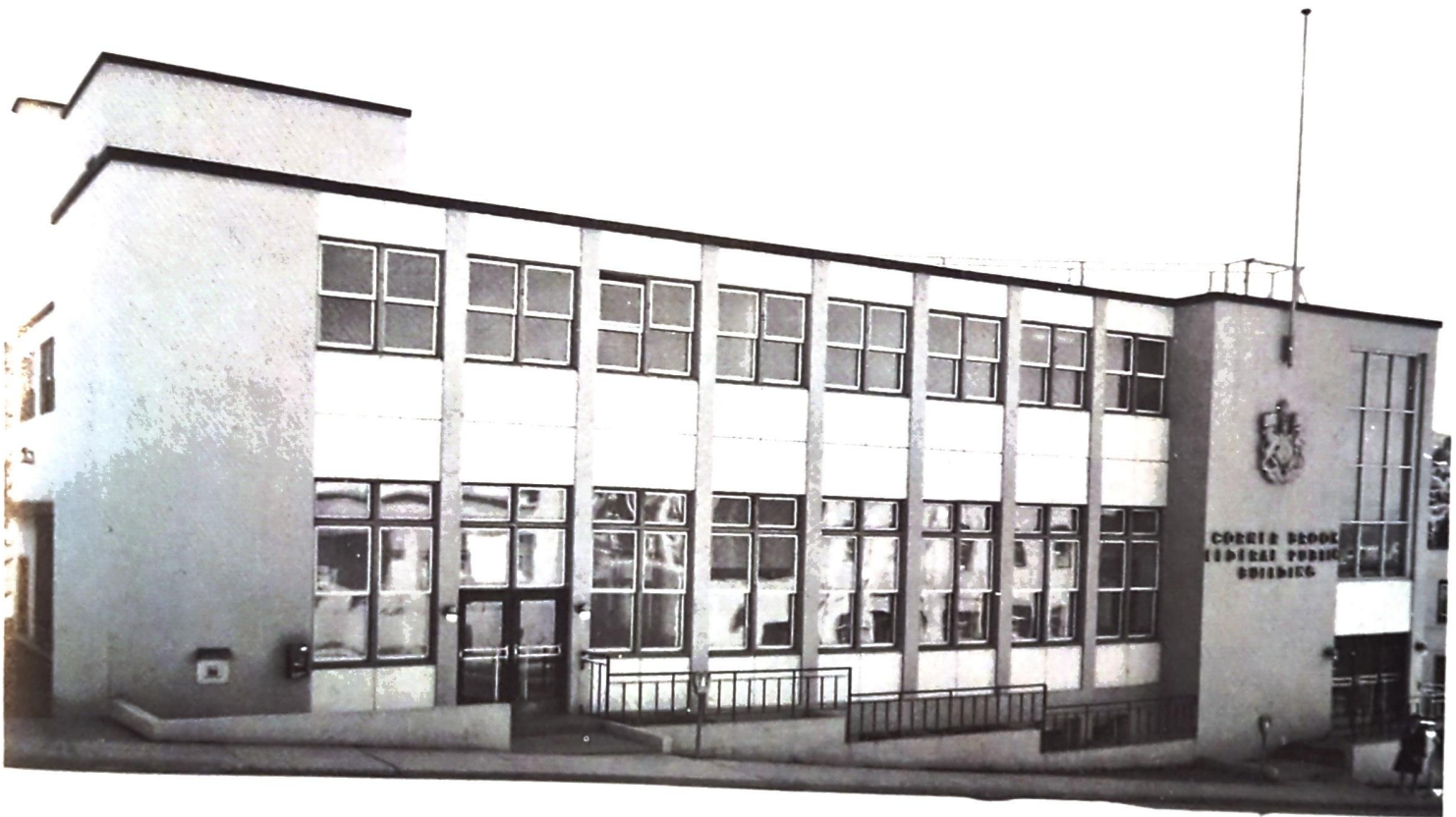
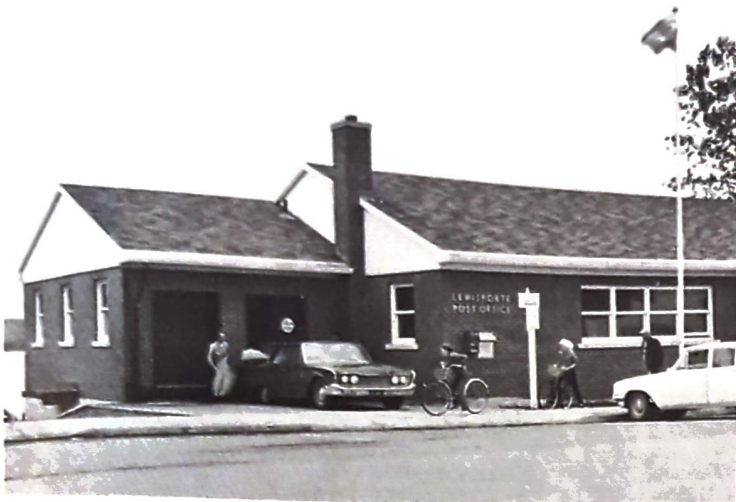
Many fine public buildings to house Federal Government Offices have been built in Newfoundland over the past few years. Here are shown the new Post Office on Water Street, and the Sir Humphrey Gilbert Building, on Duckworth Street, St John's



The Town of Grand Bank also has its modern Federal Public Building, while the bottom picture shows the multi-million dollar Harbour Development in St John's



Still more new Post Offices and
Federal Public Buildings located
at Lewisporte, Burin, and
Corner Brook



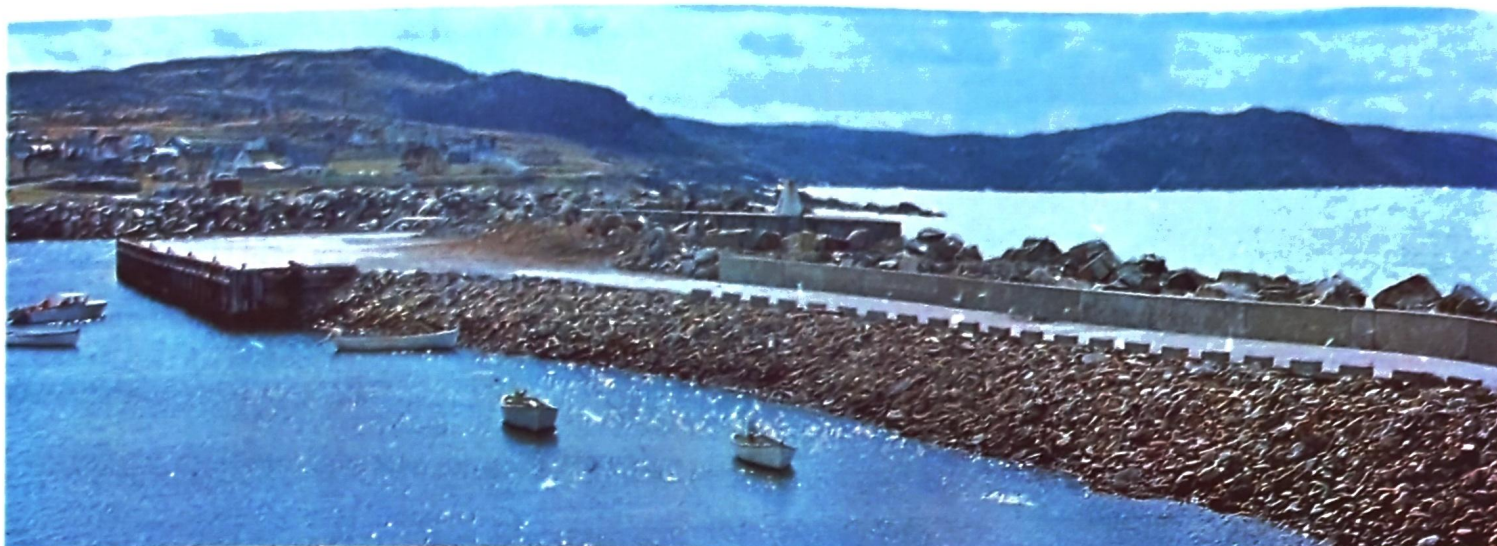
Harbour Grace and Bonavista
also have their new
public buildings as well as Port
aux Basques shown at the bottom
of this page



Clarenville, the home of ship building for many years, gets its new well-equipped marine slipway



The Breakwater at Bonavista is one of many built around our Coast. The new Department of Transport Building at St John's is also a project of Federal Public Works



Provincial and Municipal Public Works



Some fairly handsome new buildings have been erected by the Newfoundland Government since Confederation came, and many that are not so handsome but quite attractive and altogether adequate for the local purposes. Scores of millions of dollars have been expended on this purpose, and scores of millions more will have to be expended. This statement is true of our municipalities as well. Not least of the advantages of Confederation is the fact that the great supply of funds in the hands of Government and municipalities has made the construction of these new buildings possible where it was impossible before.

Population increase



Before Confederation 345,000
Since Confederation 510,000

Total earnings



Since Confederation
\$3,353,000,000

Municipal improvements



Since Confederation
\$67,000,000*

Public welfare



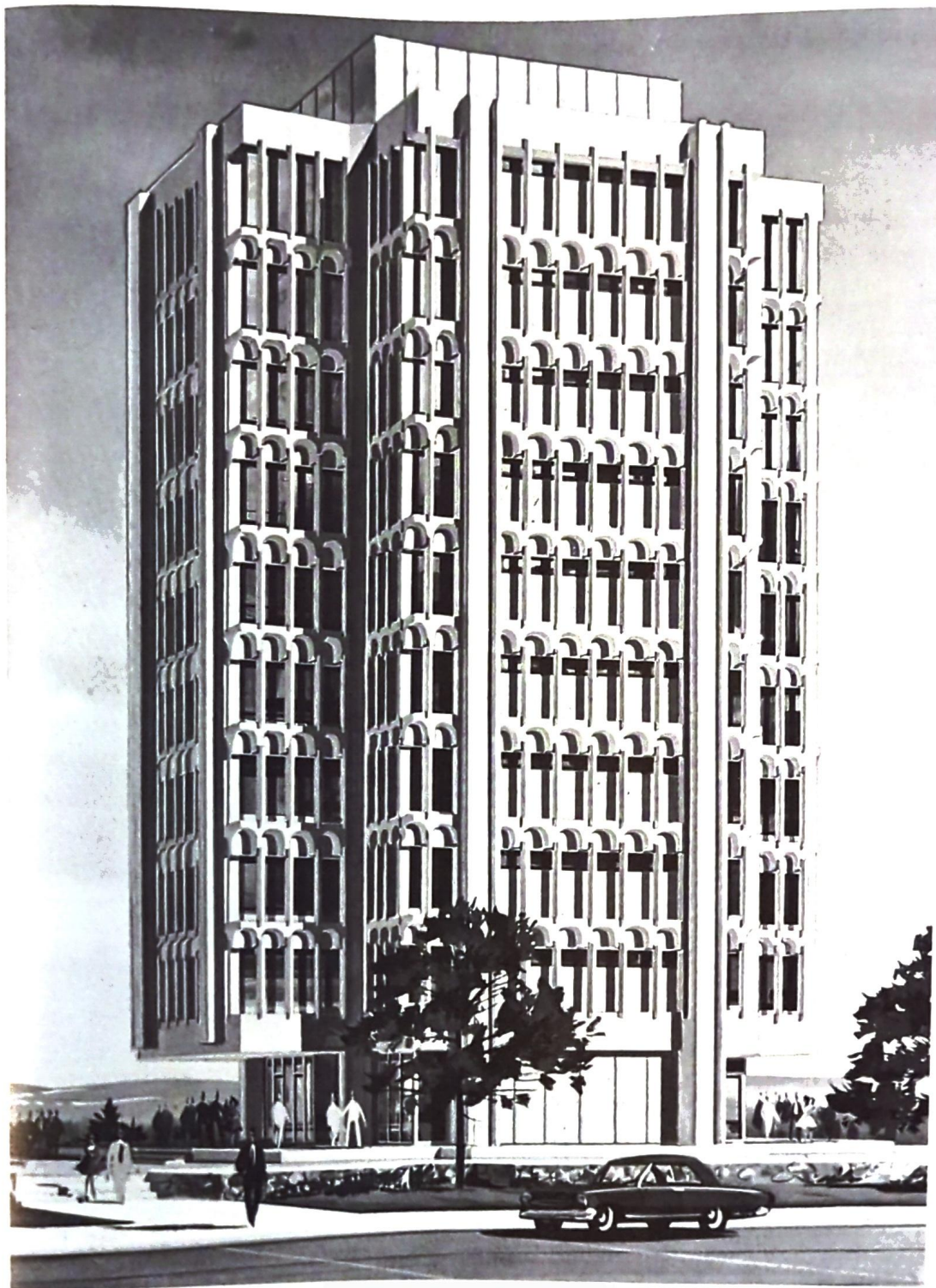
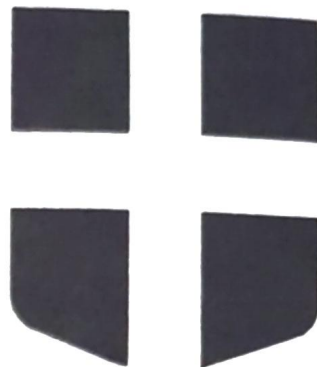
Since Confederation
\$229,152,775

* This figure includes the period from 1949 to 1964 inclusive

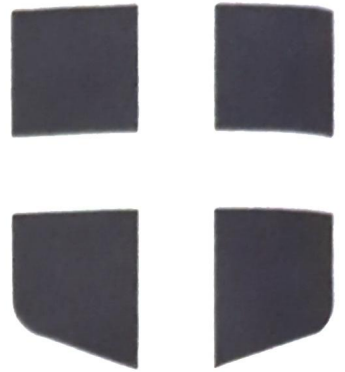
Confederation Building housing
the Newfoundland Legislature
and Departments of Government
commands a magnificent view of
old St John's



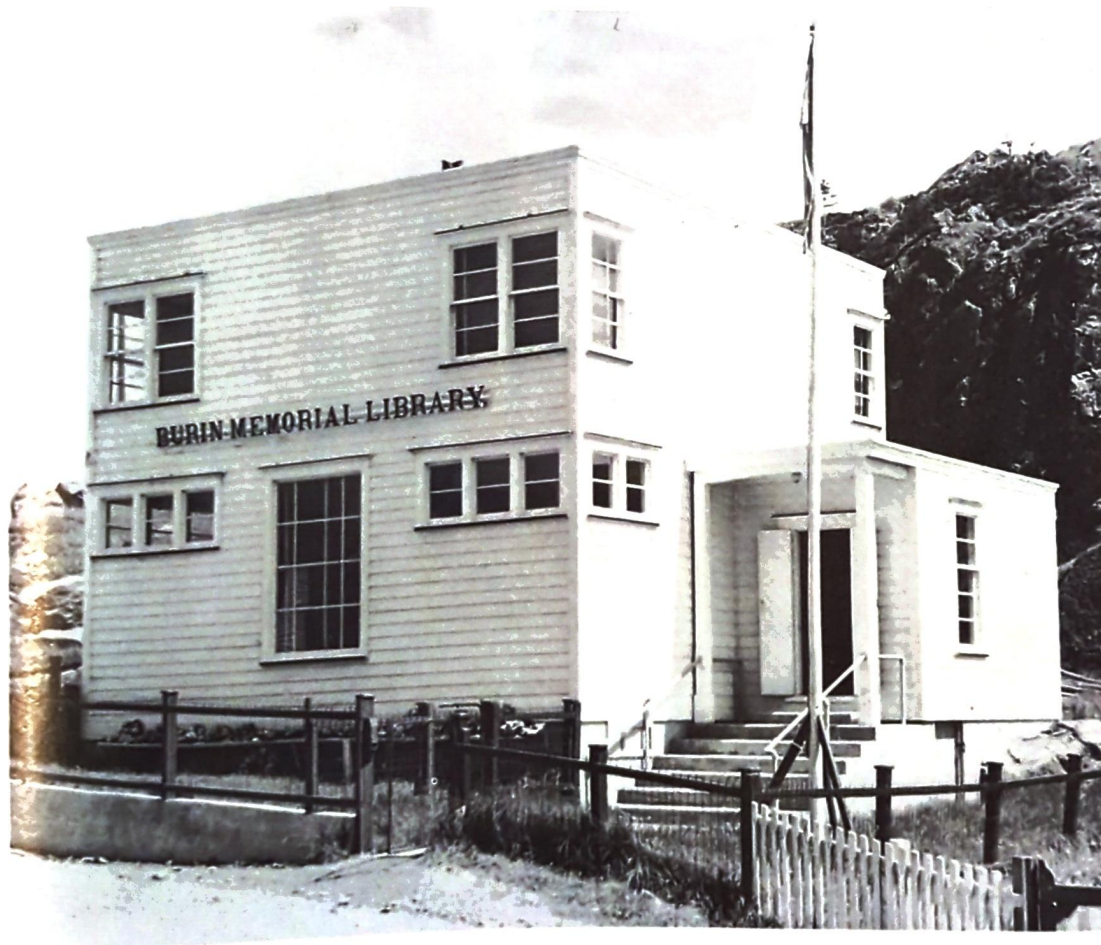
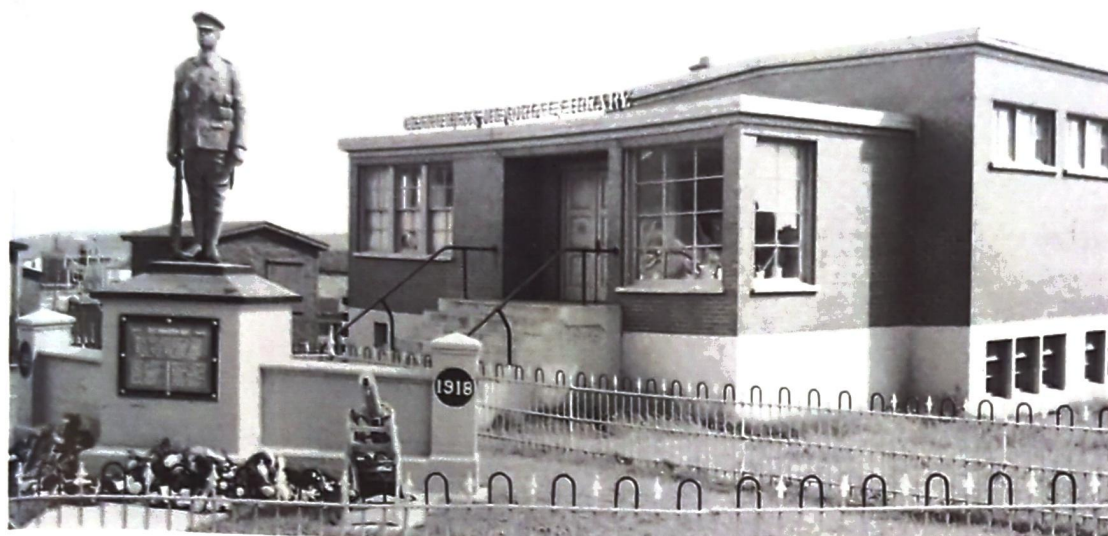
The new Newfoundland
Government Building now under
construction at Corner Brook



It took many millions of dollars to build the Hoyles Home, bottom right, the College of Trades and Technology, center left, and the Confederation Building, top center. These fine buildings are located in the East End of the City of St John's



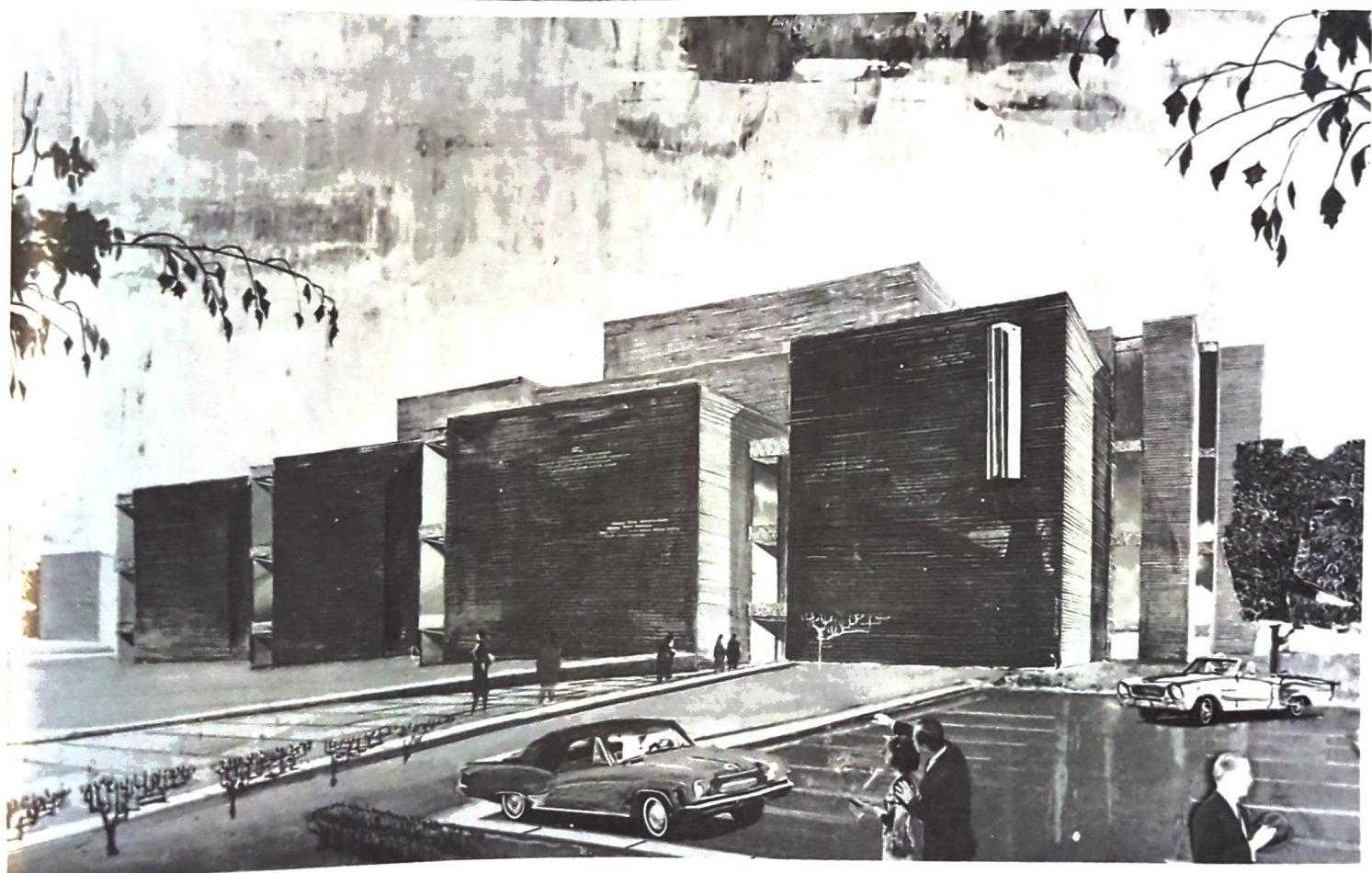
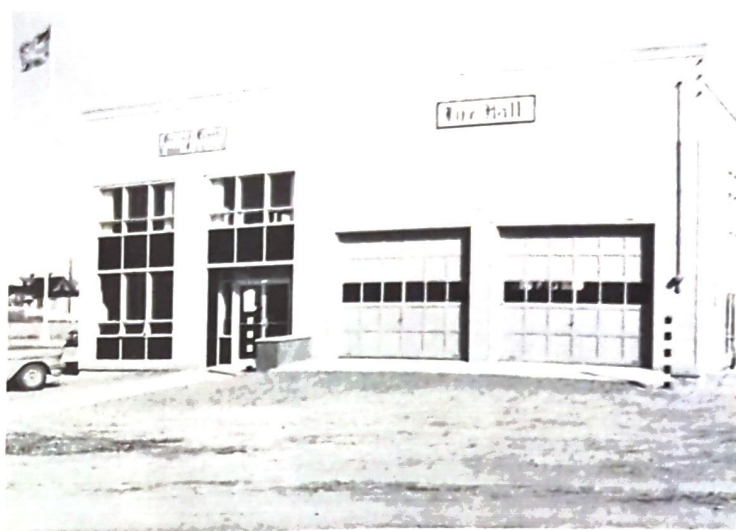
Public libraries such as these at
Grand Bank and Burin are
springing up all over the Province



Corner Brook, Newfoundland's
second city, has its new City Hall



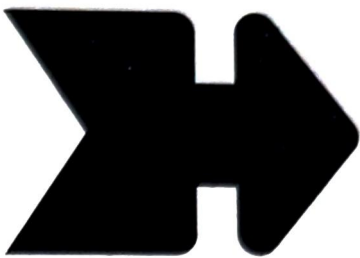
The town halls at Lewisporte and Grand Bank and an artist's conception of the new Arts and Cultural Center to be erected at St John's



- ○ Cities
- ■ Towns
- ● Local Improvement
- ○ Districts
- ● Communities

Municipalities



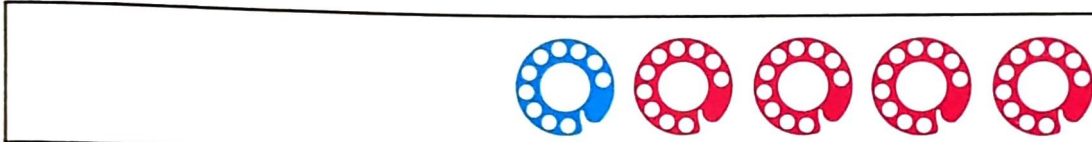


The curse that condemned Newfoundland for whole centuries was the curse of isolation. We had no roads, our telephonic and telegraphic services were crude, and our people were consequently out of touch with each other and largely unknown to each other. The Canadian National Telegraphs system has spent many dozens of millions of dollars to replace a decrepit telegraph system and extend and enlarge it greatly. The same CNT has installed many new telephone systems, and introduced a system of long-distance telephone communications connecting many of the places of Newfound-

land to each other and to the rest of the Province, and at the same time connecting distant and remote parts of Labrador. The Avalon Telephone Company have similarly extorted themselves and spent very large sums of new capital to improve and greatly to enlarge their system. Indeed, it might truly be said that these two large organizations have indulged in fairly strenuous competition in the provision of new and improved services for the public. It is quite certain that between them they will have spent more than one hundred million dollars to this end. With the new network of roads, the great increase in the number of cars, buses, trucks, and the all

but universal spread of telephone services; added to the immense growth of radio and television in this Province, it can be said that Newfoundlanders at last, after nearly five centuries, are becoming welded into one people. And it has only begun.

Telephone subscribers



Before Confederation 18,668
Since Confederation 82,148

Television sets

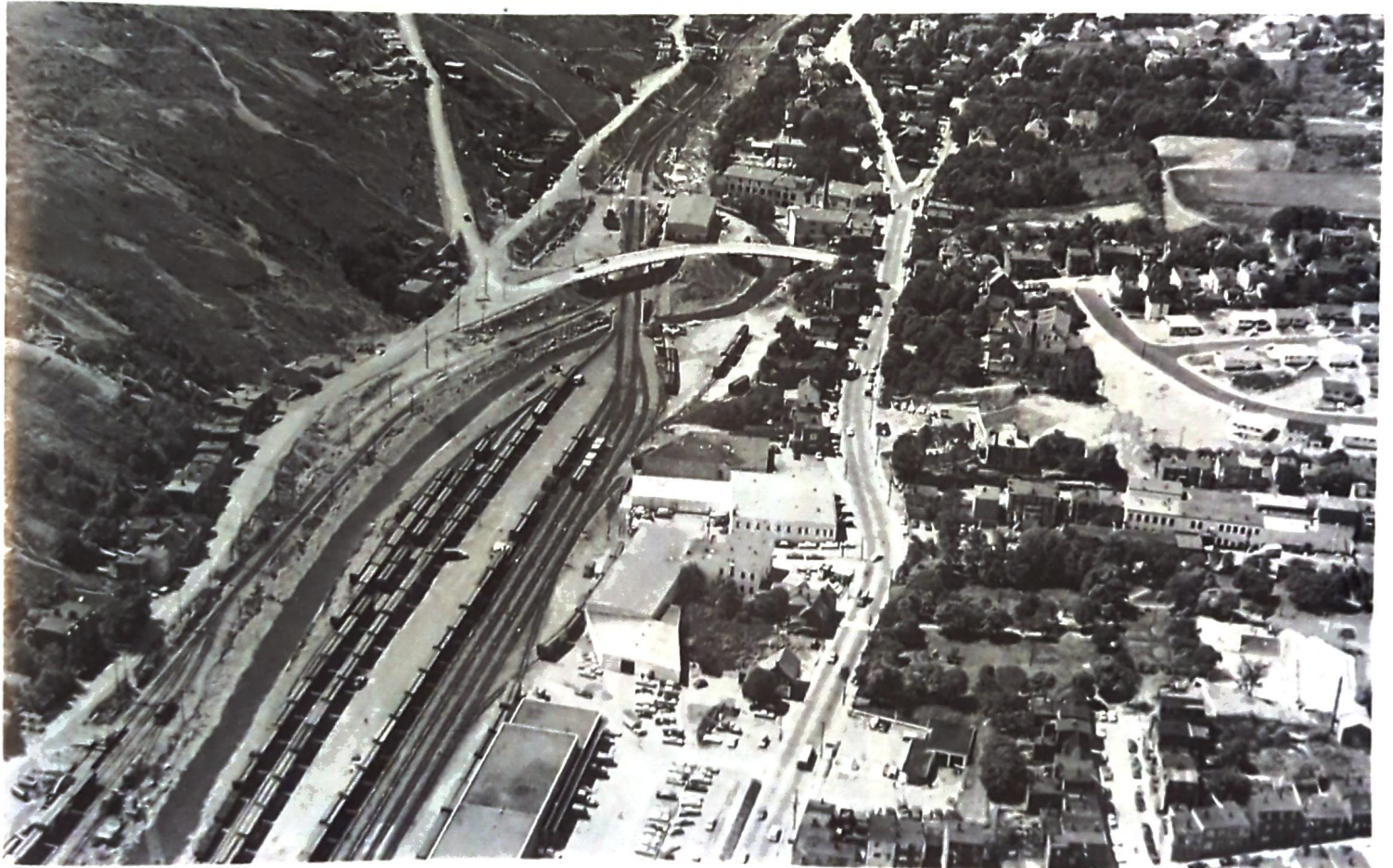


Before Confederation Nil
Since Confederation 62,000

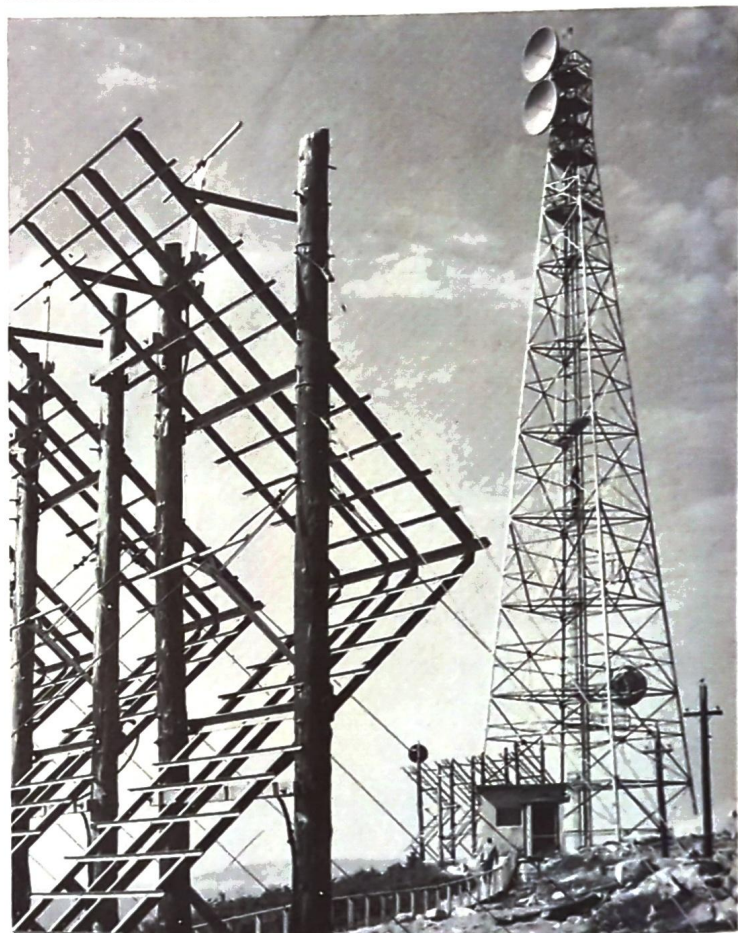
Eastern Provincial Airways,
Newfoundland's own airline and
Canada's third largest, together
with Air Canada operate regular
daily services in and out of
Newfoundland



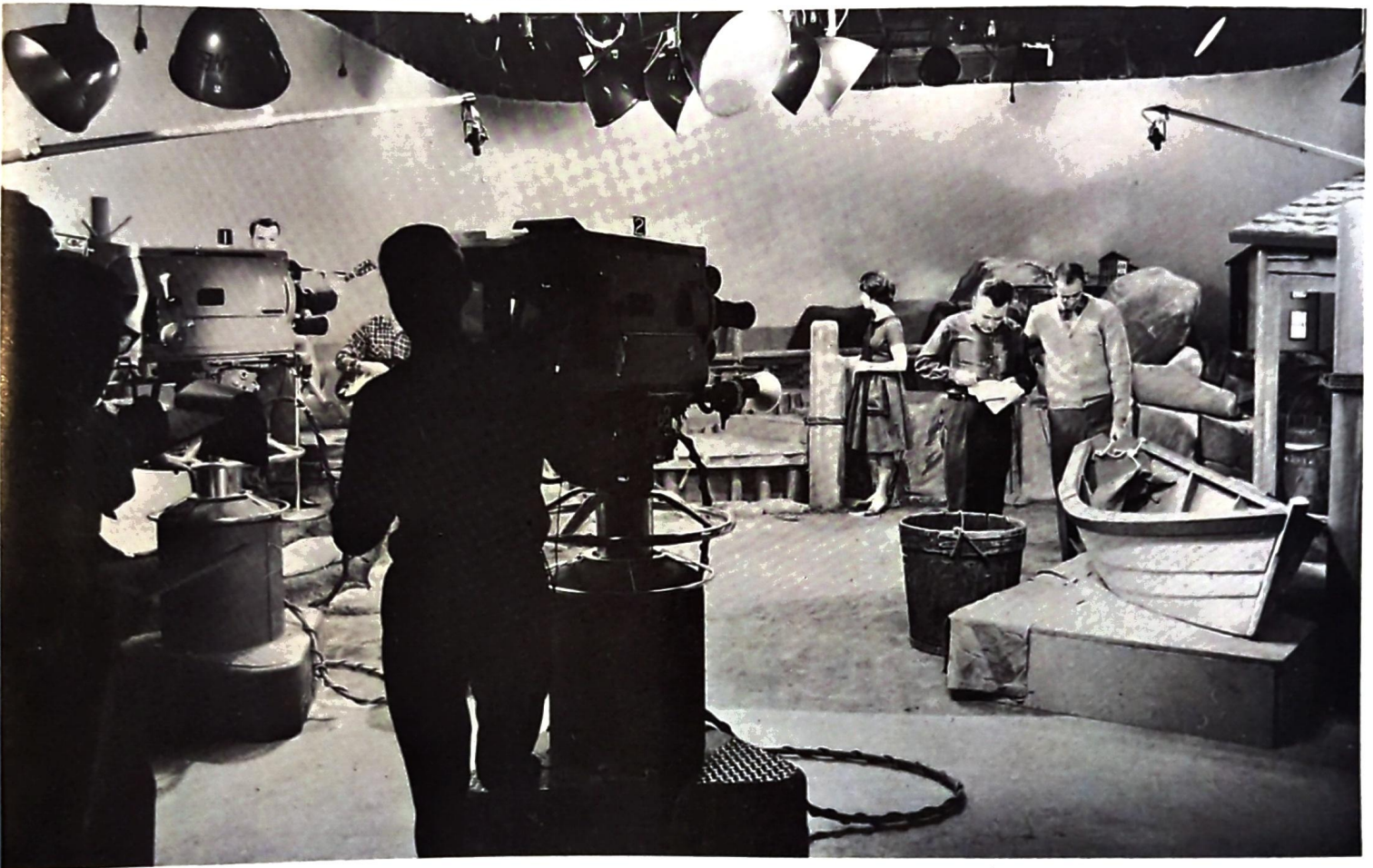
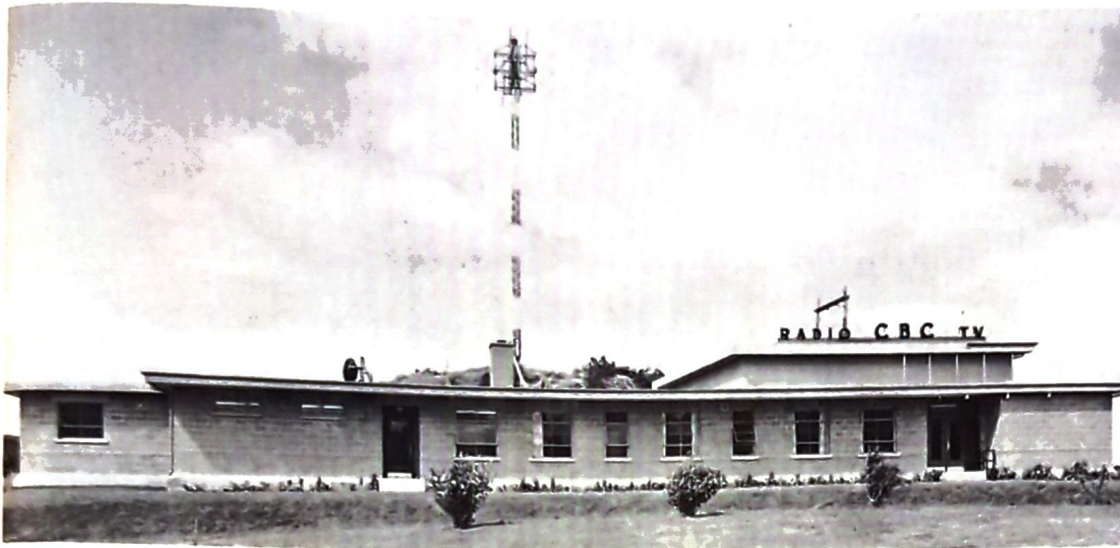
The MV *William Carson*,
Newfoundland's largest ferry,
owned by Canadian National
Railway and operated daily
between Port aux Basques and
North Sydney, and the newly
improved Canadian National
Railway marshalling yards in
St John's



Tremendous strides in communications have been made over the past few years as evidenced here. Several new radio and television stations, using the microwave hook-up to serve just about every community in the Province



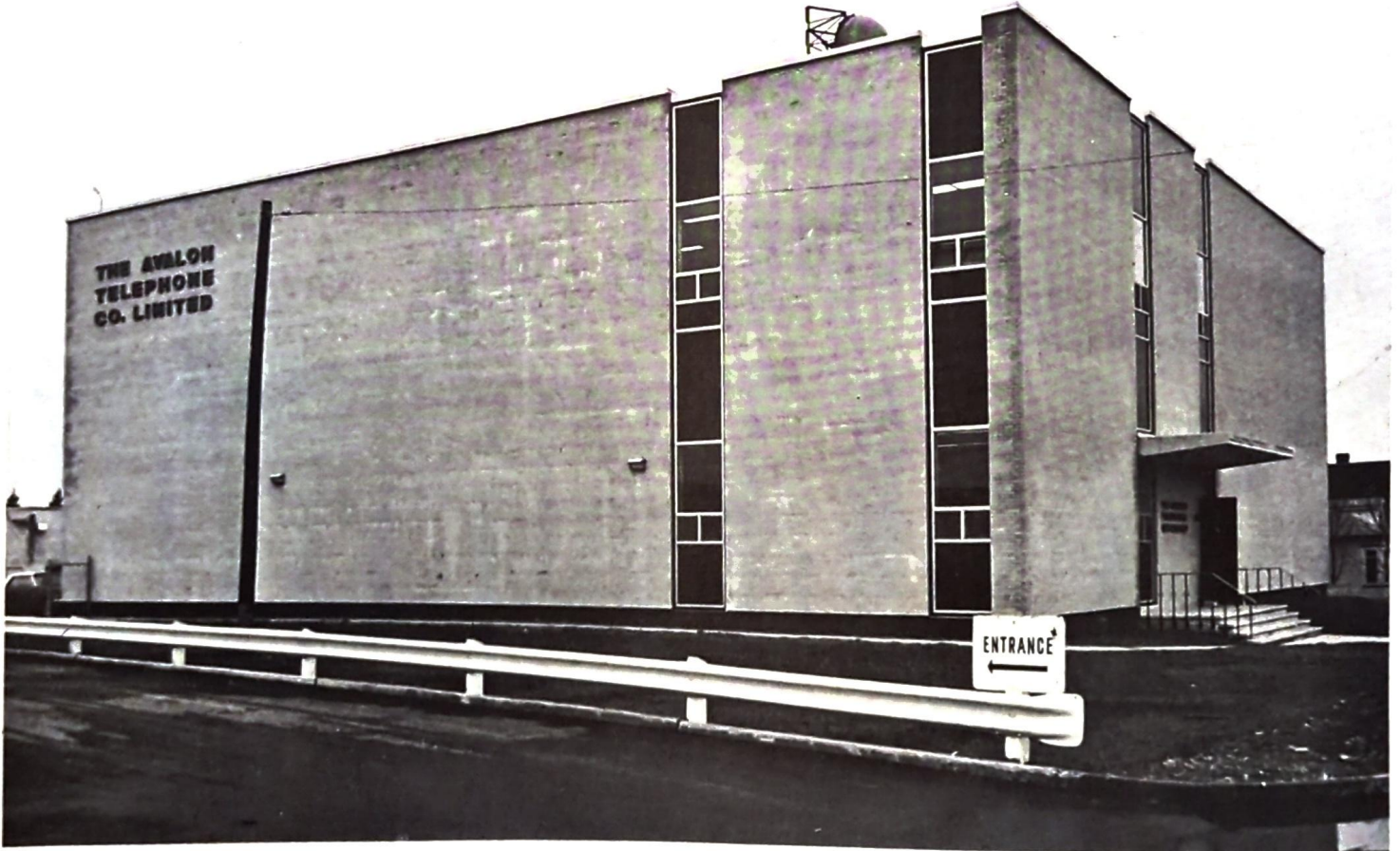
VOCM, CJON and the CBC, as well
as Canadian National Tele-
communications and the Avalon
Telephone Company Limited
are building better and more
modern services



In radio and television more and more local talent is being used



Long distance telephones in cars
and trucks, modern electronics,
and new buildings to house
these facilities are a dream come
true



The goose that lays the golden egg

It has cost us a vast sum of money to give our people the facilities they need for better education, health, roads, and a hundred other public services and conveniences. It is going to cost vastly more in the future, because our people demand vastly more of these services and conveniences. It is abundantly clear that we need far more money than will ever be forthcoming from the national Capital or the national Treasury. The Federal system in Canada is very good in that respect, for it does contrive to redistribute much of the national wealth. Our remarkable progress in the post-Confederation years would have been out of the question but for the help we

have received from Ottawa. But the one thing we do not and will not tolerate is that we should become a sort of ward of Ottawa, still less a dependent. We are determined to be self-supporting. More even than that, we are determined to be one of the "have" Provinces. This means the ever-increasing effort to widen, broaden, deepen and strengthen our own Newfoundland economy. I think of the line that Billy Sunday's singer used to utter: "Brighten the corner where you are." It is a very good motto for any Canadian Province. The strength of Canada is the combined individual strengths of the ten Provinces.

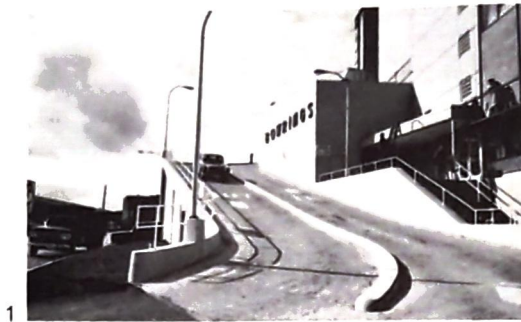
In the pages that follow many of the fine industrial, commercial and financial concerns that are developing our economy are represented, and they share the Government's pride in the developments of the post-Confederation era.

It is a notable roster indeed, for it includes names of firms that are well known throughout the English-speaking world. Newfoundland is proud to have them here, and would be proud to have more like them. And we will!



BOWRING BROTHERS LIMITED

NEWFOUNDLAND'S
LEADING
DEPARTMENT
STORE
SINCE 1811



1



2



3



4

BOWRINGS

1 Entry to Roof-Parking

2 View of lower level including Stationery Dept., Record Bar, Bowrings Accessories and Cosmetic Department. Overhead is mezzanine floor where various offices are located.

3 View showing check-outs in Bowrings modern Grocery Department



5

4 View of upper-level, from mezzanine floor, showing the Millinery, Children's and Ladies' Fashion Departments.

5 THE CAPTAIN'S CABIN AT BOWRINGS
Popular eating and meeting place overlooking historic St. John's Harbour - a feature of Newfoundland's 155-year-old Bowring Brothers Limited and a "must" for every visitor to St. John's.

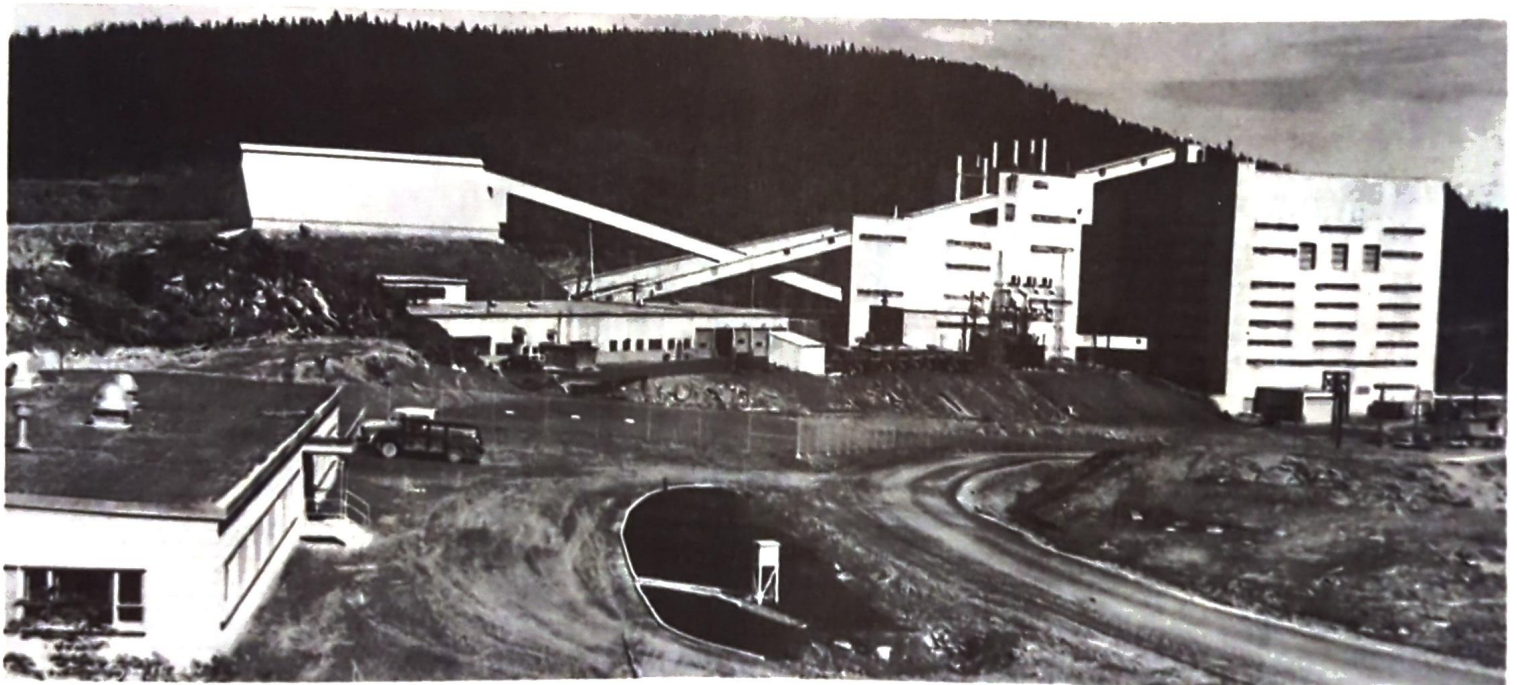


ADVOCATE MINES LIMITED

as a corporate citizen of Newfoundland, takes pride in the development of her natural resources, her communities and her people, and looks forward to helping make our province an even better place to live and work in.

ADVOCATE MINES LIMITED BAIE VERTE, W.B.

Canadian Johns-Manville Company Ltd., Managers





When you come home in '66, come with us

It may be *your* first flight to Newfoundland but it certainly won't be ours! Matter of fact, we couldn't tell you how many times we've touched down at St. John's, Gander and Stephenville, since AIR CANADA began flying to Newfoundland way back in 1942.

One thing *is* sure: In those 24 years, Newfoundland and AIR CANADA have grown together. Today, you can travel home with us quickly and comfortably from almost any urban centre in Canada as well as from seven major cities in the U.S. And please do *just that* in 1966. We'll take good care of you!

Talk to your Travel Agent or AIR CANADA Office for details.

AIR CANADA 



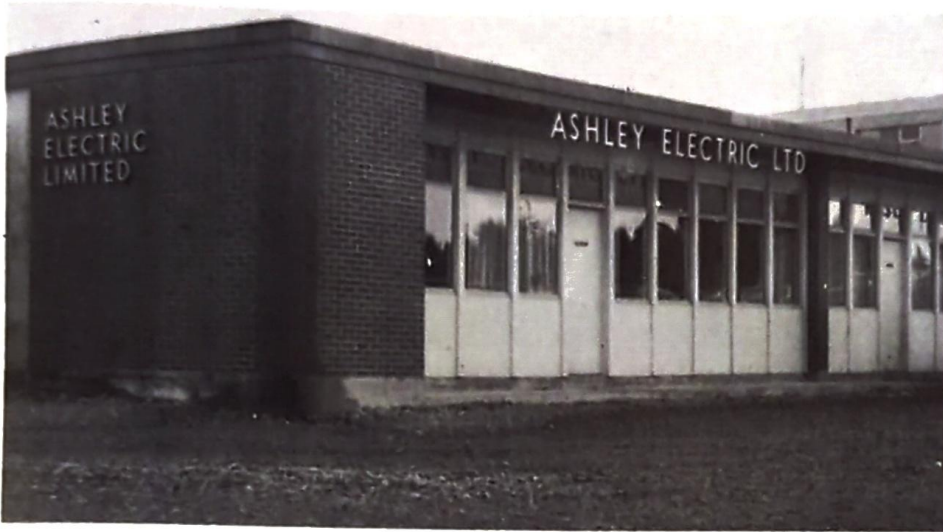
Townsite and portion of plant 1

**AMERICAN SMELTING AND REFINING COMPANY
BUCHANS UNIT**

PRODUCERS OF
COPPER, LEAD AND ZINC CONCENTRATES

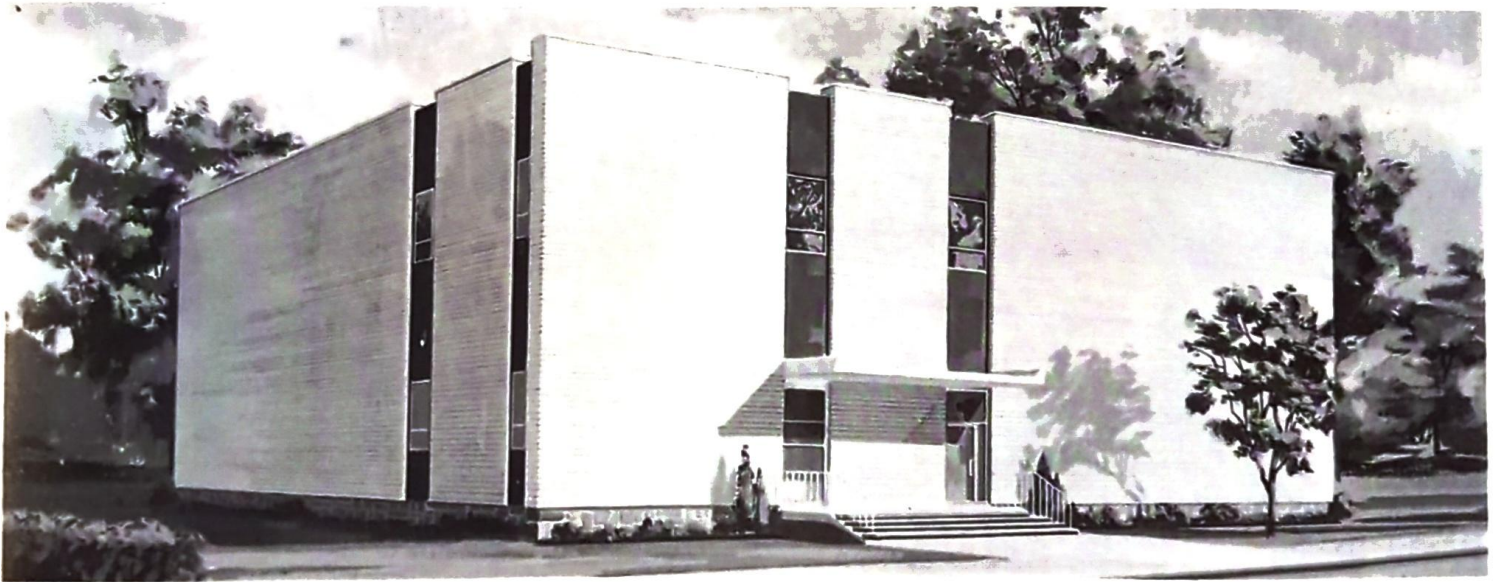
BUCHANS, NEWFOUNDLAND

ASHLEY ELECTRIC LTD



Ashley Electric Limited gives Newfoundland the most up to date Electrical Services, from such important locations as St. John's, Corner Brook, Grand Falls, and the growing Labrador City

Head Office:
O'Leary Avenue
St. Johns



**New Exchange
and Long
Distance Centre
Allendale Road
St. John's**

This fine new building will be the home of a modern telephone exchange and long distance operating centre to serve St. John's. Installation of the No. 5 Cross bar Equipment is now well under way and the office will be in service by June 1966.

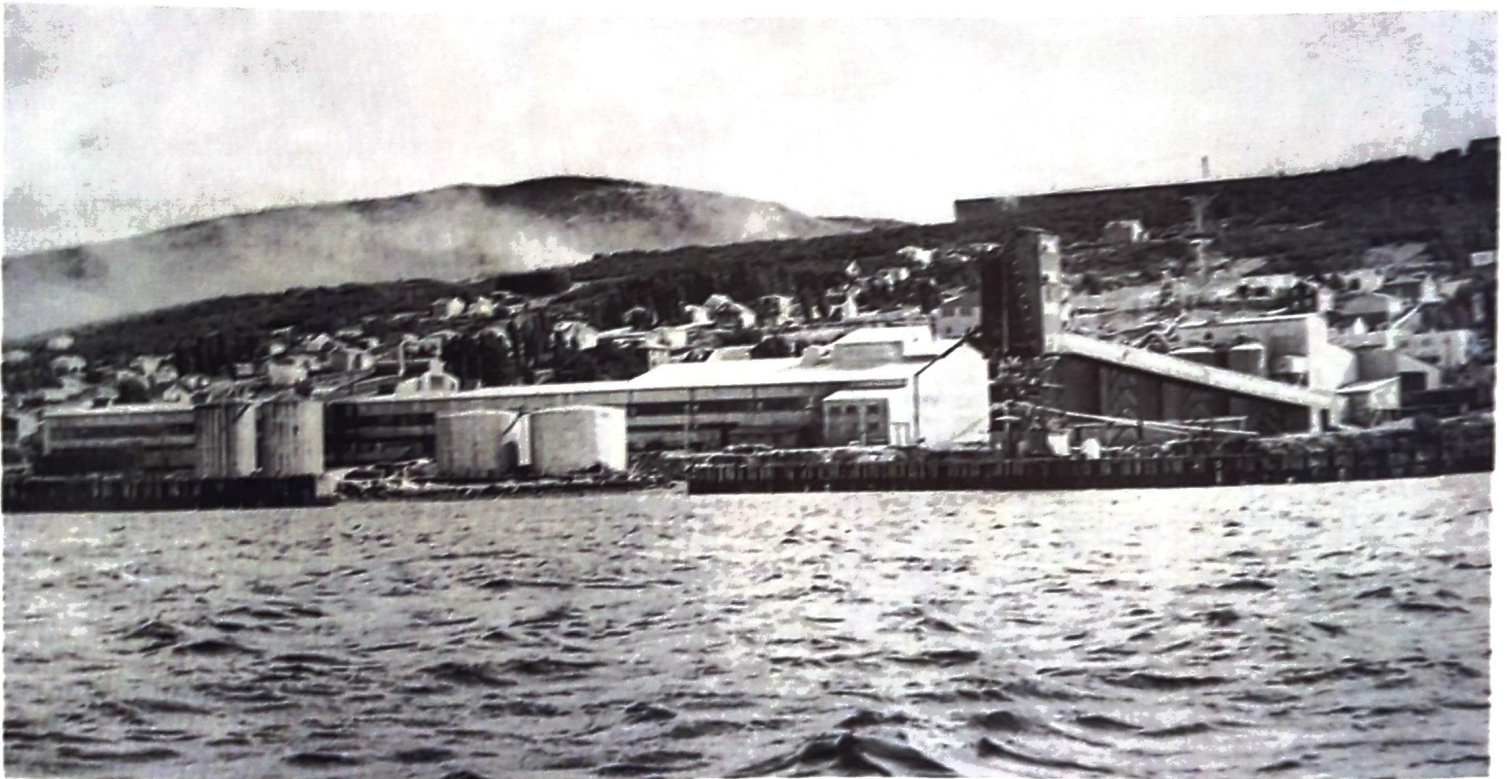
**The Avalon
Telephone
Company Ltd
St. John's
Newfoundland**

Atlantic Gypsum Limited

Under FLINTKOTE management

Manufacturers of FLINTROCK gypsum wallboard and lath

P.O. Box 61,
Corner Brook, Newfoundland
Telephone 634-4131 (3 lines)



Continuous expansion... along with a rapidly growing Newfoundland



Ayre's Department Store, Water Street, St. John's

**AYRE'S
VARIETY STORE**
Water Street,
St. John's

1859

**GIANT
MART**
Churchill Square,
St. John's

**GIANT
MART**
Mount Pearl

**AYRE'S
Carbonear**

Dating back to 1859 when the Hon. Charles Robert Ayre began in Newfoundland the firm that is today known as Ayre's Ltd., the words quality, reliability and service have become synonymous with Ayre's throughout the province. In spite of hardship and privation resulting from the great fire of 1892, "Black Monday", December 10th 1894, and the depression years of the early 1930's, Ayre's went on to grow with Newfoundland.

SINCE Confederation in 1949, Ayre's has taken many giant steps . . . the renovation and remodelling of its Department Store on Water Street; the establishment of Ayre's Variety Store also located on Water Street; the introduction of a new concept of merchandising with the establishment of Giant Mart Ltd; the construction and opening in 1965 of new, modern Department Stores in Wabush, Labrador and in Carbonear, Conception Bay to serve the needs of the communities in and around those areas.

In the plans for this Come Home Year, 1966, Ayre's will have in operation its largest branch store in Corner Brook, and in addition, a modern, self-serve store in the town of Mount Pearl.

As Newfoundland grows . . . so Ayre's grow . . . a firm that has faith in Newfoundland's future.

**AYRE'S
Wabush,
Labrador**

1966



Ayre's—Corner Brook Shopping Centre



What's new in Newfoundland?

It's an exciting place today . . . new industries, new jobs, new opportunities in almost every field of endeavour. Newfoundland is today tapping rich natural resources of iron, copper, zinc, and other minerals . . . producing more pulp and paper . . . providing higher education for more young people. And these things are being done with a spirit of enterprise as old as the island's history.

The Bank of Montreal is proud to be part of such exciting progress! Since 1895 the B of M has grown with Newfoundland, until today we have 29 offices located in communities large and small across the island. When you come home to Newfoundland in this "Come Home Year", any of these offices, or any of our 950 others across Canada and around the world will be delighted to be of whatever service possible.

BANK OF MONTREAL

CANADA'S FIRST BANK

Covers Canada...Spans the World





BAINE JOHNSTON BUILDING, KENMOUNT ROAD
 Food distributors
 Retail furniture & appliances
 Insurance agents Commission agents
 243 Water Street, 58 Kenmount Road, St. John's
 Newfoundland Dial 579-5006

Welcome to Newfoundland from



**Bavarian
 Brewing
 Limited**
 St. John's
 Newfoundland

brewers of
 Blue Star
 Labatt's 50 Ale
 Red Label
 Black Label
 Jockey Club



Scotiabank Welcomes You to Newfoundland

For nearly three-quarters of a century The Bank of Nova Scotia—first Canadian bank on the island—has been a partner in Newfoundland's progress. The first branch in St. John's, now in handsome new quarters, today is only one of 40 branches that provide a complete range of banking services in outports and thriving communities across the province.

At each a warm welcome awaits you—whether you are 'coming home' or coming over for a visit.

THE BANK OF NOVA SCOTIA



BOOTH FISHERIES CANADIAN COMPANY LIMITED



FORTUNE, NEWFOUNDLAND

Processors of Newfoundland
fresh frozen fish products

Operating seven deep-sea trawlers:

Nancy Fletcher
Barbara Fletcher
Elizabeth Fletcher
George Kentner
Alfred Booth
Donald Louise
Sandra L. Gage

WELCOME HOME!



THE BENNETT BREWING CO

brewers of
DOMINION ALE
O'KEEFE ALE
OLD VIENNA BEER

'there's more value to a beer brewed by Bennetts'

Head Office:
123 Water Street,
St John's, Newfoundland, Canada.
Telephone:
Area Code 709 Dial 578 3127 8-9 P.O. Box 5337

Bonavista Cold Storage Company Limited

U.S. Sales Office:
Russell Fisheries Inc.,
254 West Foster Street, Melrose 76, Mass.
Telephone:
Area Code: 617 665 9400

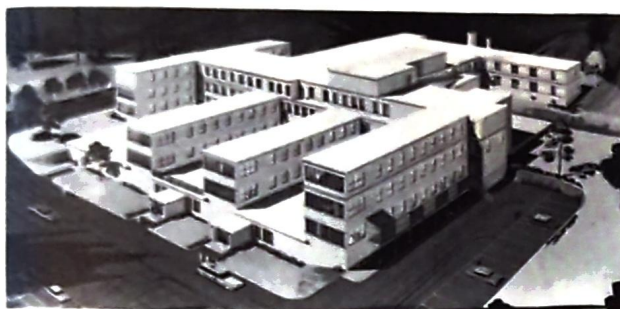
Processing Plants at
Bonavista, Nfld. and Grand Bank, Nfld.

Owners and Operators of Deep Sea
Fishing Trawlers

Producers of Fresh Frozen Fillets of Cod, Haddock,
Flounder, Greysole, Ocean Perch. Also Frozen
Blueberries, Lingonberries, Salmon, Caplin and
Squid Bait,
White Fish Meal, Cod Liver Oil, Fish Oil.

Left: Processing Plant at Bonavista
Right: Processing Plant at Grand Bank





Belanger · Roy · Blanchette

Architects

232 St George Street, Moncton NB
50 Blvd Cremazie West, Montreal PQ

Visit
Newfoundland
during

COME HOME YEAR 1966

And while here see your friendly  Dealer for fast,
efficient service and quality Petroleum Products



OFFERS YOU :

- * Free travel service information
- * Convenient credit book or credit card
- * Convenient budget terms
- * Big prizes on MUSICAL SHOWCASE



MR. B-A AT YOUR SERVICE

THE BRITISH AMERICAN OIL COMPANY LTD

In every  product — the 'priceless' benefit of **QUALITY**



*Come back
to Newfoundland,
the
Big Island*

Come back to its lakes and rivers, its fields and forests, its coves and bays.

Come back to the towns and villages where real hospitality reigns.

Come back to your Newfoundland, the island that's big in a hundred different ways. Bowater's has grown up with Newfoundland, contributing to its economy, conserving its forests, giving employment to many Newfoundlanders. When you return to Newfoundland, come and visit with us at Bowater's. This is an open invitation to all Newfoundlanders and their friends to come and be shown 'round our mill. We'll make you welcome in true Islander fashion.



**BOWATER'S NEWFOUNDLAND
PULP AND PAPER MILLS LIMITED**

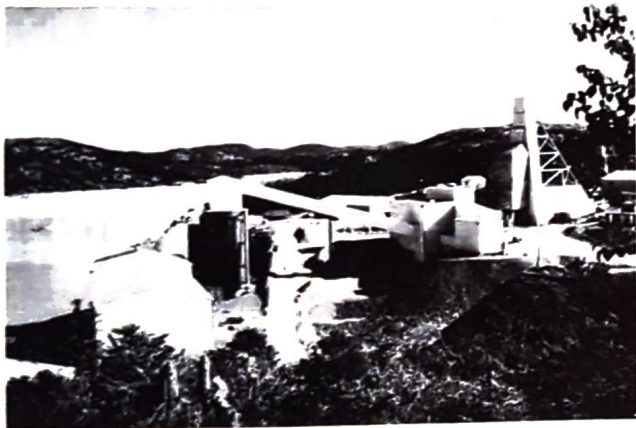
Corner Brook, Newfoundland

BRINCO

developing Newfoundland's resources



Power has been developed at Twin Falls where a 240,000 horsepower plant, built at a cost of close to \$50 million, supplies the iron mines in the Wabush Lake area.



Discoveries of copper, uranium and other metals have been made. The Whalesback copper mine near Springdale started production July, 1965. The mine and mill are designed for a daily production rate of 2,000 tons of ore.



Active negotiations for the development and sale of Churchill Falls power are in progress. Churchill Falls is a natural site for the development of low-cost electrical energy in large quantities. The overall potential of the Churchill River is 9 million horsepower. Project cost in Labrador alone is estimated at \$700 million.

BRITISH NEWFOUNDLAND CORPORATION LIMITED

AT HOME in NEWFOUNDLAND

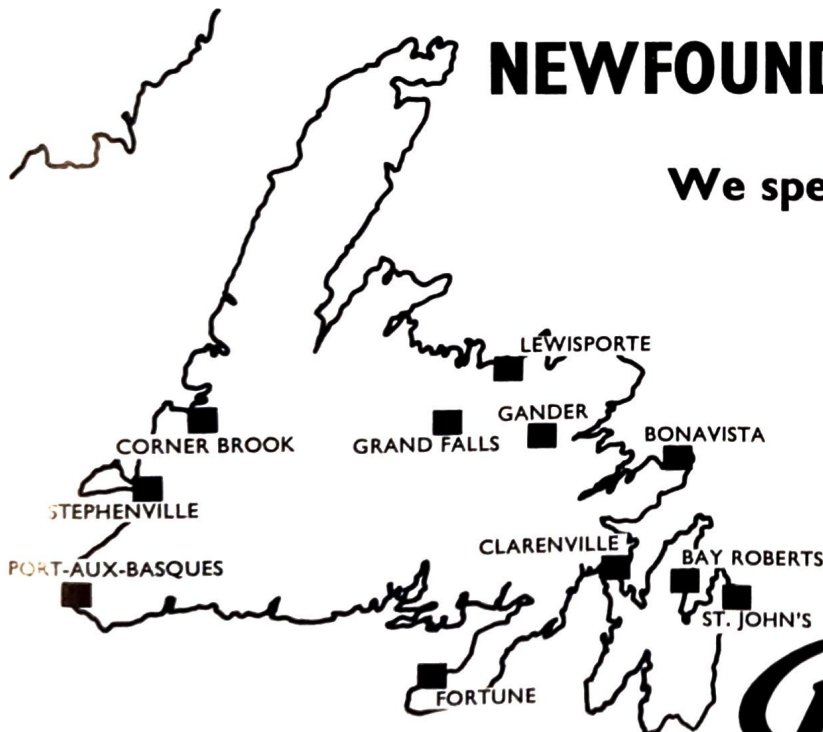


Modern Fillet and Reduction plant of
British Columbia Packers, Limited
HARBOUR BRETON

British Columbia Packers Limited – one of the world's largest processors of seafoods – is proud to be located in Newfoundland. The establishment of the modern plant served by six new trawlers at Harbour Breton confirms the faith we hold in the progress and development that is being felt the length and breadth of this great Province. Our fresh frozen seafoods are marketed throughout Canada and the U.S.A. under the RUPERT BRAND label, while 'Canada's Finest Canned Seafoods' – CLOVER LEAF BRAND – are favourites around the world.



British Columbia Packers Limited
Head Office: Vancouver, British Columbia



NEWFOUNDLAND AND LABRADOR

1949-1966

We spell it—

People
Roads
Oppportunity
Growth
Resources
Education
Services
Security

Brookfield
ICE CREAM

LIMITED

■ SERVING NEWFOUNDLAND FROM THESE LOCATIONS

Mining and concentrating copper
ores at the rate of 1,000 tons per day

ATLANTIC COAST COPPER CORPORATION LIMITED

Little Bay
Notre Dame Bay Area
Newfoundland

Mine Office
Little Bay
Notre Dame Bay Area
Newfoundland

Head Office
Suite 908-330
Bay Street
Toronto

Visiting Home?



see
how
NEWFOUNDLAND
talent has
advanced on....

**(C)B(C) RADIO
TELEVISION**

NEWFOUNDLANDS "Talent showcase"

**Canadian
National
Telecommunications
plans today for
tomorrow's needs**



Fast, reliable and wide-ranging communications are vital to the development of Newfoundland's mineral, lumber, power and fishery resources.

Since Confederation, CNT has been engaged in a province-wide program to extend the benefits of modern communications to the people of Newfoundland.

Telephone, Telex, Tel-Tex, telegraph service, microwaves and now Mobile Telephones are being used by CNT to link Newfoundland with the rest of the world.

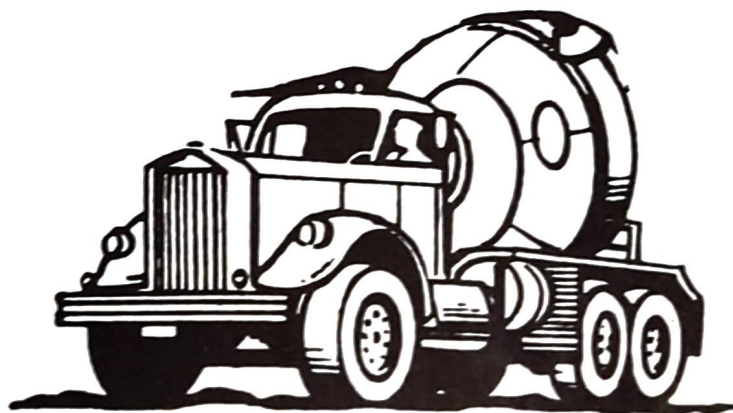
Remote mining developments, power sites, fish plants and lumber camps can now take advantage of a complex network of telecommunications which includes automatic dial exchanges, long distance telephone circuits, facsimile equipment, short wave equipment and mobile telephone service, thanks to CNT.

CNT is constantly improving communications in Newfoundland with new automatic telephone exchanges, pole lines, radio sites and submarine cable.

Canadian National Telecommunications will continue to provide Newfoundland with the finest in modern services.



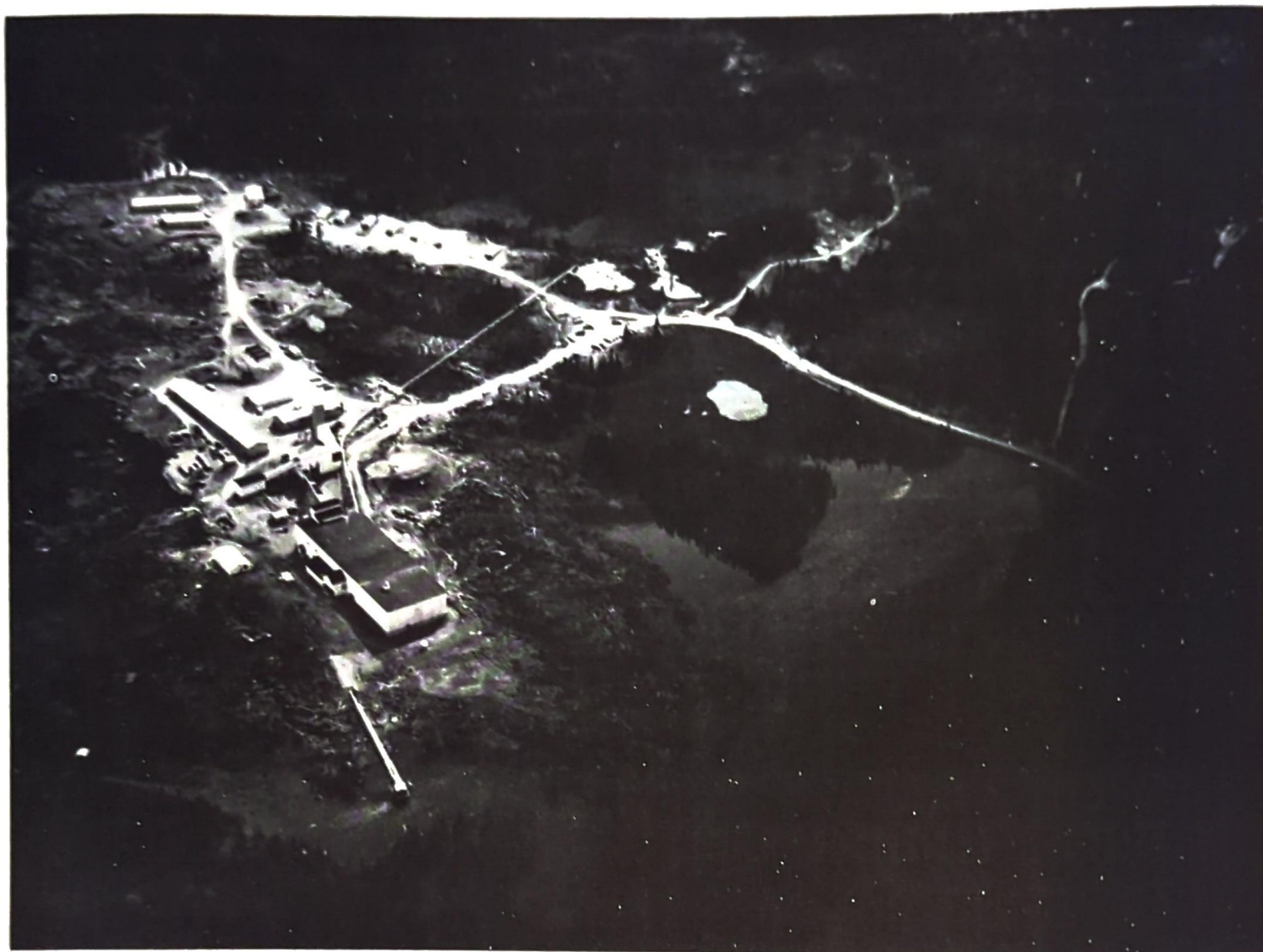
READY MIX CONCRETE
all types of
concrete products and
building materials



CONCRETE PRODUCTS
LIMITED

ST. JOHN'S, NEWFOUNDLAND
P.O. BOX 427 PHONE 368-3171

Consolidated Rambler Mines Limited



Summary of production September 1st 1964 to June 30th 1965

Average Tons/Day	366	Ounces of Gold produced	11,640
Total Tons Treated	109,051	Pounds of Zinc produced	2,931,025
Tons (Dry) of Concentrates produced	7,944	Ounces of Silver produced	74,616
Copper	5,185	Pounds of Cadmium produced	11,071
Zinc	2,759	Total revenue	\$1,673,012
Pounds of Copper Produced	2,651,811	Total Salaries and wages	\$953,196
		Number of employees	149

Board of directors

M. J. Boylen, D.C.L., D.Sc., Toronto, Ontario
 Philip E. Boylen Toronto, Ontario
 D. W. Gordon Toronto, Ontario

Gordon L. Moore Islington, Ontario
 Gordon F. Pushie St. John's, Newfoundland

Head office

Suite 908, 330 Bay Street, Toronto, Ontario

Mine office

Baie Verte, Newfoundland

Welcome to all who visit Newfoundland in 1966

Woolworth Building / Water Street / St. Johns

Crosbie & Co Ltd

Shipping Agents & Insurance Brokers

and Associate Companies

CHIMO SHIPPING LTD

CROSOILS LTD

HOLDINGS CORPORATION LTD

LEASE BACK PROJECTS LTD

NEWFOUNDLAND ENGINEERING &

CONSTRUCTION CO LTD

ANCROS WELDING & MINING SUPPLIES LTD

DOMINION MCHY & EQUIPMENT CO LTD

LEEMATT TRADERS LTD

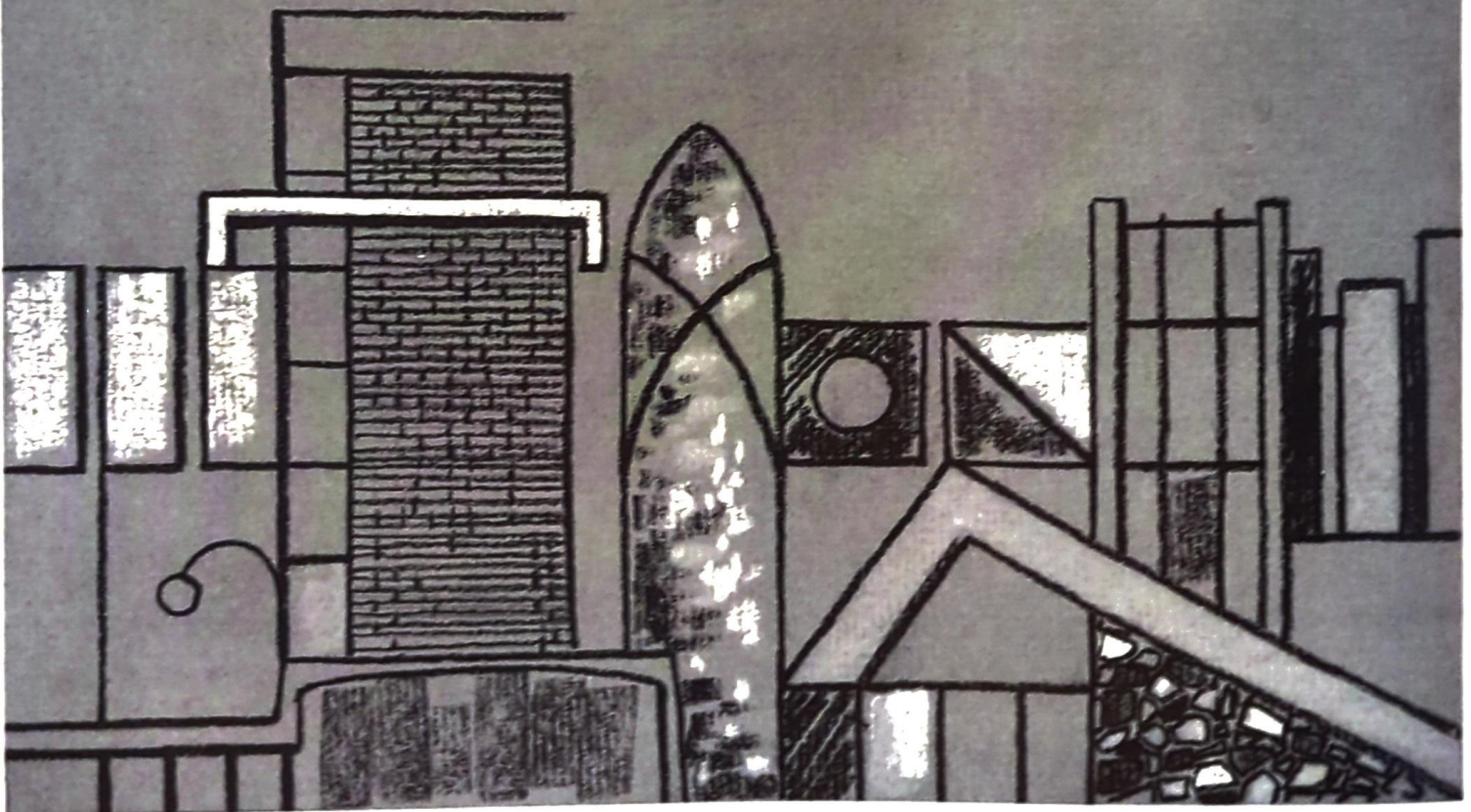
CROSBIE MANSION & McKINNON LTD

CROSBIE REALTY LTD

welcome home

G.W.CUMMINGS & ASSOCIATES
architects & engineers

ANGUS CAMPBELL
architect





Curran & Briggs Limited

PO Box 86
Clareville
Nfld

Road builders since 1928. Wide experience in highway construction, bridge building and airport construction, through rock, bush and swamp, from the first sod cut to the finished paved surface

Newfoundland

The Province of opportunity. Our Company finds it a great pleasure and a challenge to be one of the principal contractors in the outstanding development taking place in the Province. We know that all you who come home in '66 will be thrilled by the airports and beautiful highways.

We would like to take this opportunity to congratulate Premier Smallwood and his Cabinet for the advancement which they have accomplished since taking office.

1 Senior members of the Company. Left to right: Mr. Robert Briggs, Mr. Walter Reihl, Mr. Lawrence Peltier and Superintendent, Mr. Paul Pederson

2 Rock blast

3 After blast

4 Stone crusher and asphalt mixing plant

5 Spreading the asphalt

6 Finished highway, town of Clareville



1



2



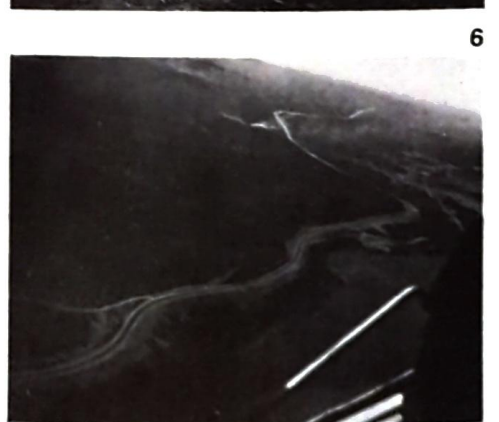
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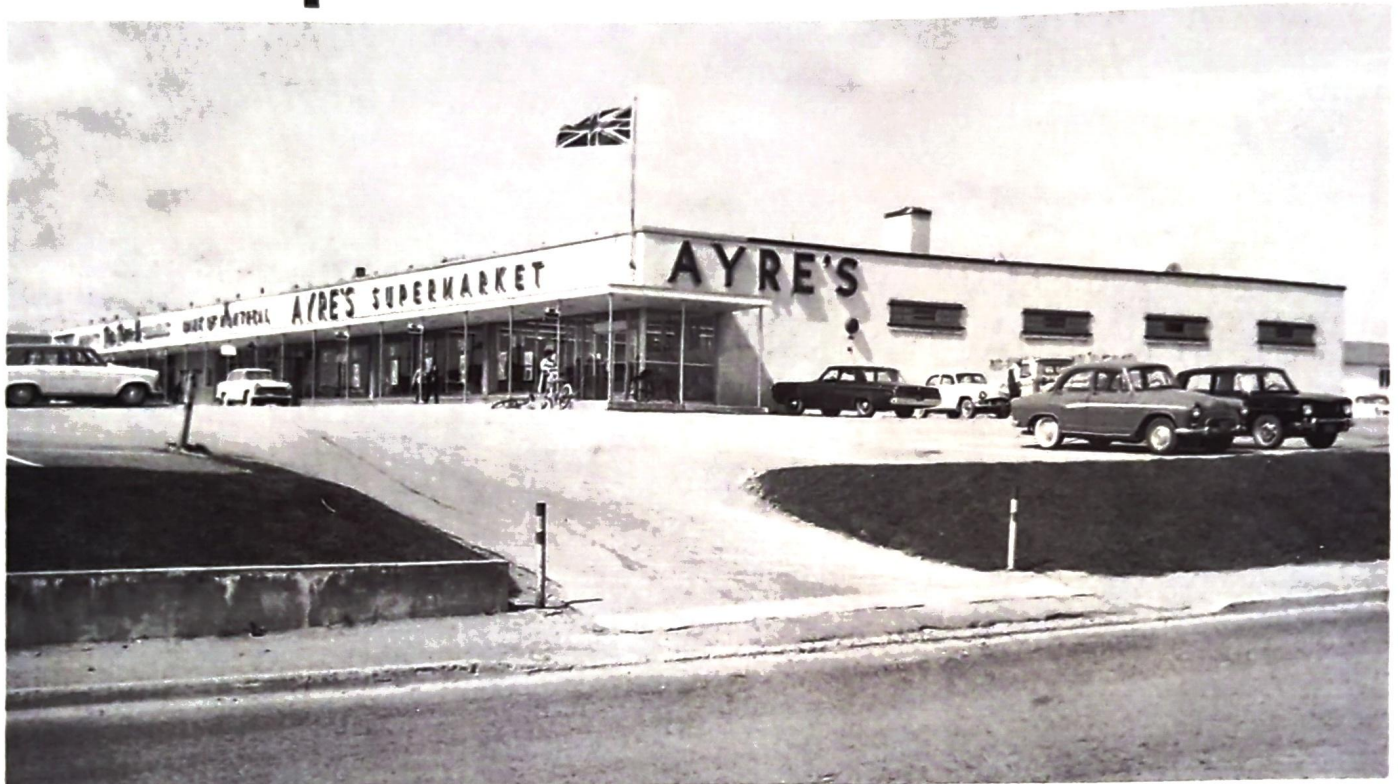
5



6



GROWING WITH NEWFOUNDLAND



SUMMERVILLE

AYRE'S SUPERMARKETS (1963) LTD

- Parade St. • Summerville • Hamilton Ave. • Torbay Rd.
- Churchill Sq. • Mt. Pearl • Carbonear • Corner Brook



DOSCO INDUSTRIES LIMITED

P.O. Box 249 Montreal Canada

Halifax Shipyards Division

Ship building ship repairs industrial fabricating

Canadian Bridge Division

Steel bridges structures towers and masts

Truscon Division

Truscon metal building products

agent for Dominion Steel and Coal Corporation, Limited

First Maritime Mining Corporation Limited

(No Personal Liability)



Summary of production September 1st. 1957 to June 30th. 1965

Average Tons/Day	2,071	Ounces of Gold Produced	34,694
Total Tons Treated	6,018,539	Total Revenue	\$48,496,804
Tons of Concentrates Produced	424,053	Total Salaries and Wages	\$10,927,621
Pounds of Copper Produced	165,692,201	Number of Employees	313

Board of directors

M. J. Boylen, D.C.L., D.Sc.,	Toronto, Ontario	Hugh H. Mackay	Toronto, Ontario
Robert J. Isaacs	Islington, Ontario	Gordon L. Moore	Islington, Ontario
J. Harper Kent	Bathurst, New Brunswick	William A. Robinson	Toronto, Ontario
Gilbert Kerlin	New York, N.Y., U.S.A.		

Executive office

Suite 908, 330 Bay Street, Toronto 1, Ontario

Head office

Bathurst, New Brunswick



Refinery at Holyrood, Conception Bay

When driving in Newfoundland be sure
to stop at your friendly Golden Eagle service station

GOLDEN EAGLE REFINING CO. OF CANADA LTD

Newfoundland's only oil refinery

93 ELIZABETH AVENUE ST. JOHN'S NEWFOUNDLAND PHONE 579-4096

The operations of our company include
the Building and Rebuilding of Roads,
The supplying of Redi-Mix Concrete,
Washed Sand, Stone and Gravel
and the Rental of Construction Equipment.

J. GOODYEAR & SONS LIMITED

CONTRACTORS

GRAND FALLS NEWFOUNDLAND PHONE 2178 & 2450 P.O. BOX 279

Serving Newfoundlanders since 1767



**OIL & COAL
DISTRIBUTORS**



TRAVEL AGENCIES



**INSURANCE
AGENCIES**



**AIR FREIGHT
FORWARDERS**



**CONSTRUCTION
EQUIPMENT**



**WHOLESALE
GROCERS**



**SOFT DRINK
BOTTLERS**



**STEAMSHIP AGENTS
WAREHOUSEMEN**



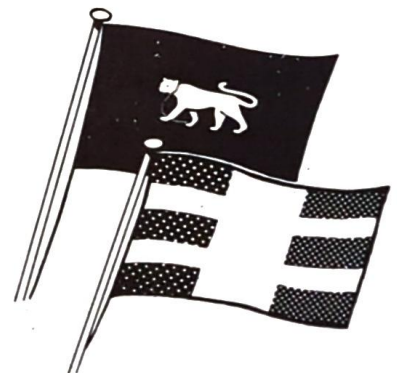
**LUMBER &
HARDWARE**

Welcome!

For close to 200 years, we have been proud to serve the People of Newfoundland and Labrador. We share their joy in welcoming you to our beloved province. If there is any way in which we may be of service do not hesitate to call us. We are at your service also.

THE HARVEY COMPANIES

- HARVEY & COMPANY LIMITED, WHOLESALE GROCERY DIVISION
- HARVEY & COMPANY LIMITED, CONSTRUCTION EQUIPMENT DIVISION
- A. HARVEY & COMPANY LIMITED • HARVEY'S TRAVEL AGENCY LIMITED
- HARVEY STEAMSHIPS LIMITED • HARVEY'S AIR FREIGHT FORWARDERS
- HARVEY LUMBER AND HARDWARE LIMITED • BROWNING HARVEY LIMITED
- HARVEY'S INSURANCE AGENCIES LIMITED





NEW OFFICE BUILDING, FRESHWATER ROAD

HEFFERTON CONSTRUCTION COMPANY LIMITED

ST. JOHN'S, NEWFOUNDLAND
DIAL 99470-99460-99238



Hotel Gander

Hotel Gander Limited

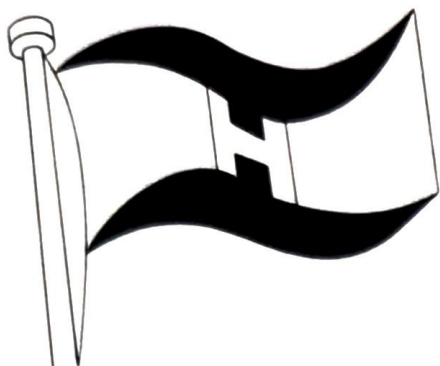
- 39 Rooms Twin Double Beds, private Bathroom with bath and shower. Electrically heated; thermostat in each unit.
- 33 Rooms Twin Single Beds, private Bathroom with shower.
- 45 Rooms Twin Single Beds, private Bathroom with bath and shower

- 1 Suite Twin Double Beds private Bathroom.
- 2 Suites Twin Single Beds, private Bathroom with bath and shower.

Convention Hall
Dining Room
Coffee Shop
Cocktail Lounge

Terra Nova Hotel

- 15 Rooms Twin Double Beds, private Bathroom.
- 8 Rooms Single Bed, private Bathroom.



The Hickman House flag which flew over the company's sailing vessels that plied between Newfoundland and the Mediterranean, West Indies, and Brazil during the early part of the century.

1905
1966

**Over sixty
years of
growth and
service**

**A major
contribution
to
Newfoundland's
economy**

A.E. Hickman Company Limited

Head Office: St. Johns, Newfoundland
Branches: Corner Brook, Botwood-Bishop's Falls,
Bay Roberts, Fortune

The Hickman Motors Limited

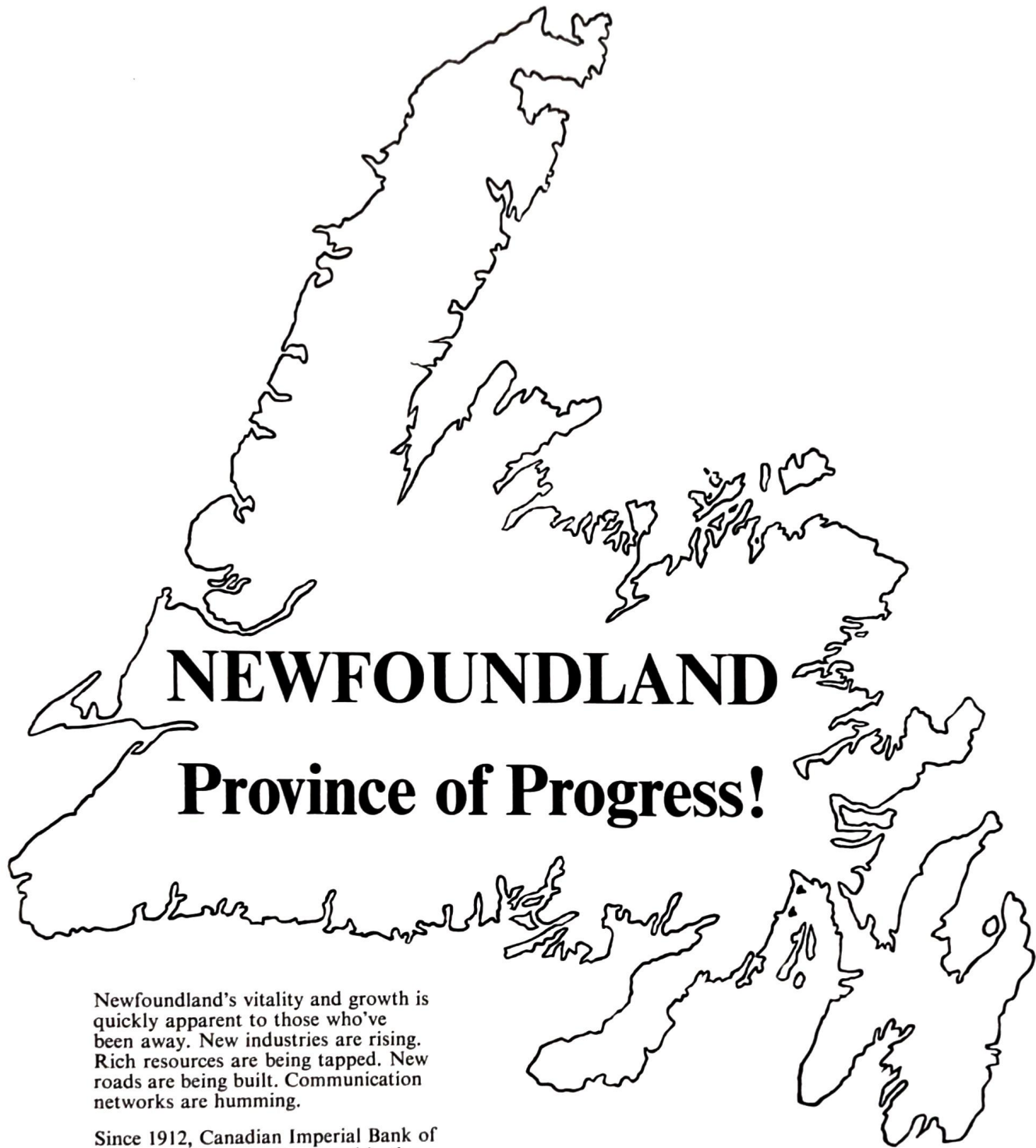
Head Office: St. John's, Newfoundland
Branches: Clarenville, Gander, Burin, Grand Falls,
Spaniards Bay, Bonavista, Grand Bank

A. E. Hickman Company Limited was founded in September 1905 by the man under whose name it proudly trades today. At the beginning, the firm's business was mainly concerned with the fishing industry and at the outbreak of the First World War it maintained a fleet of twenty foreign-going sailing vessels. Many of these vessels were lost during the war and were not replaced as steam was beginning to take the place of the sail.

Hickmans continued to promote the salt fish industries until the death of the founder in 1943 but in the meantime the firm became more diversified into fields of insurance, food, hardware, and an automobile agency.

At the death of his father, the present President of the firm, Mr. Edgar L. Hickman, continued to expand the established departments and with changing times added many new lines and fields of business, including marine, industrial, and construction equipment; refrigeration and electrical appliances; automotive supplies and tire sales; and is Newfoundland's largest supplier and contractor for the installation of floor tile, linoleum, carpeting, wall and ceiling tile, metal lath, and plaster.

The automobile agency first acquired in 1923 had developed to such a degree that in 1949 it necessitated the formation of The Hickman Motors Limited with full control in the hands of the parent company. The Hickman Motors Limited progressed to such an extent that it is now a province-wide operation with seven branches and a variety of premises in St. John's. In 1951 the firm became a franchised dealer for several lines of General Motors Limited cars and trucks, including well-known Chevrolet. Though set-backs have affronted the Company since its establishment, nothing has hindered the steady progress and growth of A. E. Hickman Company Limited—it now employs over 475 people and has an annual payroll of more than two million dollars.



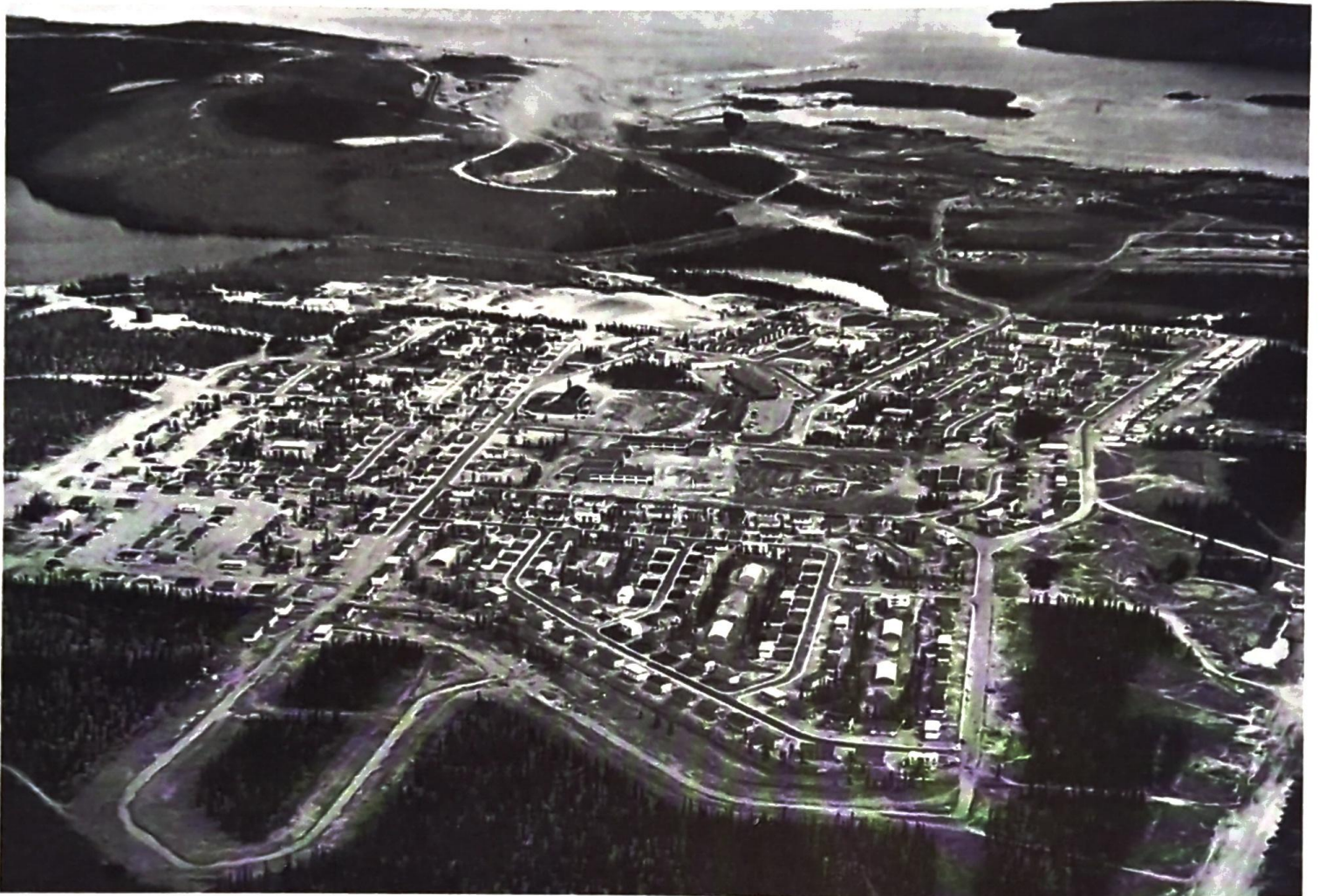
Newfoundland's vitality and growth is quickly apparent to those who've been away. New industries are rising. Rich resources are being tapped. New roads are being built. Communication networks are humming.

Since 1912, Canadian Imperial Bank of Commerce has proudly shared in the growth and development of Newfoundland. Today, with branches throughout the province, the Commerce extends a warm welcome to all former Newfoundlanders on their return visit in 1966 to this great province.

CANADIAN IMPERIAL BANK OF COMMERCE

**At home
in Labrador City**

IRON ORE COMPANY OF CANADA
**extends a hearty welcome
to all Newfoundlanders**



1954 First Iron-Ore
produced in Labrador
1962 First Concentrate
1963 First Pellets

IRON ORE COMPANY OF CANADA

QUEBEC NORTH SHORE & LABRADOR RAILWAY COMPANY

SCHEFFERVILLE • SEPT-ILES • LABRADOR CITY

Happy motoring in Newfoundland starts at the Esso sign

For more than half a century,
Imperial Oil has been serving the
energy needs of this growing
province.
Wherever you drive in
Newfoundland you'll find a friendly
Imperial Esso dealer ready
to serve you.
Always look to Imperial
for the best.



Imperial Oil Limited



JOB BROTHERS & CO., LTD.

ESTABLISHED IN 1780

Extends a warm welcome to all those
visiting our shores during
'COME HOME YEAR'

- Producers of fresh frozen fish and fish products
- Distributors for all types of frozen foods
- Marine, Fire and Auto Insurance Agents



**SYMBOL OF PROGRESS
THROUGHOUT ATLANTIC CANADA**

**IRVING OIL gratefully acknowledges
the opportunity to participate in the
industrial development of Newfoundland**

IRVING OIL CO LTD

Welcome back

**We look forward to
the opportunity of
re-kindling old
friendships...
and making new ones!**



Water Street St. Johns

KENMOUNT MOTEL

NEWFOUNDLAND'S FIRST MODERN MOTEL

Though the founding of St John's dates back to 1527, the city is becoming one of the most modern in the country. The Kenmount Motel is located in St John's most advanced urban development and is, itself, a fine example of modern planning and design. The Motel offers all modern conveniences including T.V. in every room and Room Service. It is open to serve you all year long.

PHONE 9-4031 For reservations at this modern, convenient motel in the heart of historic St John's.

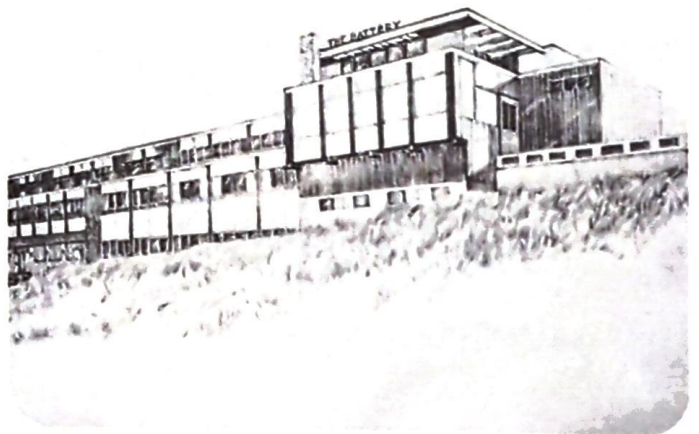


the Battery MOTEL

THE INN WITH THE VIEW

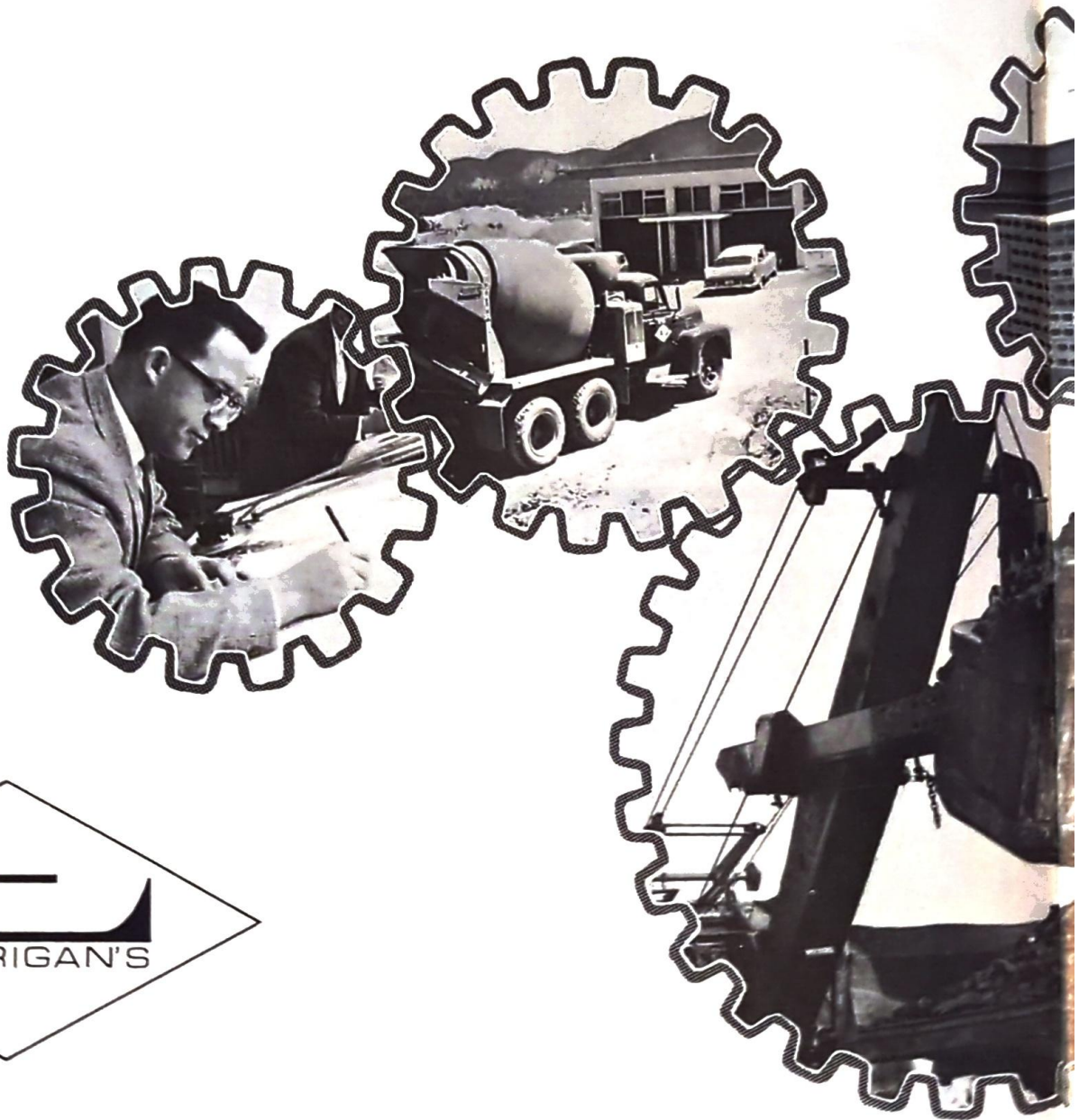
Located at the very beginning and end of the Trans-Canada Highway, on historic Signal Hill — site of many battles before the final defeat of the French in 1762. On the hill sits the unique "Cabot Tower" which in the past signalled the approach of ships — friendly or not. It was from here that Marconi received the first trans-Atlantic wireless message. Alcock and Brown flew over the tower on the first trans-Atlantic flight as did Lindberg on his first solo flight to Europe from the United States. The Battery Motel is open all year round. It has a Finnish steam bath (Sauna), restful lounge, superb dining room and T.V. in every room.

PHONE 8-7161 For reservations at this peaceful motel overlooking the busy harbour.

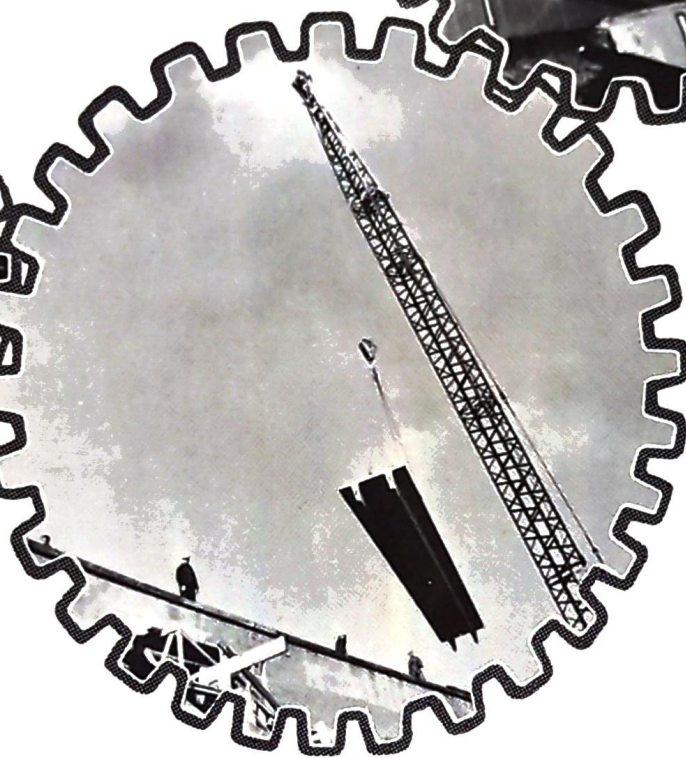
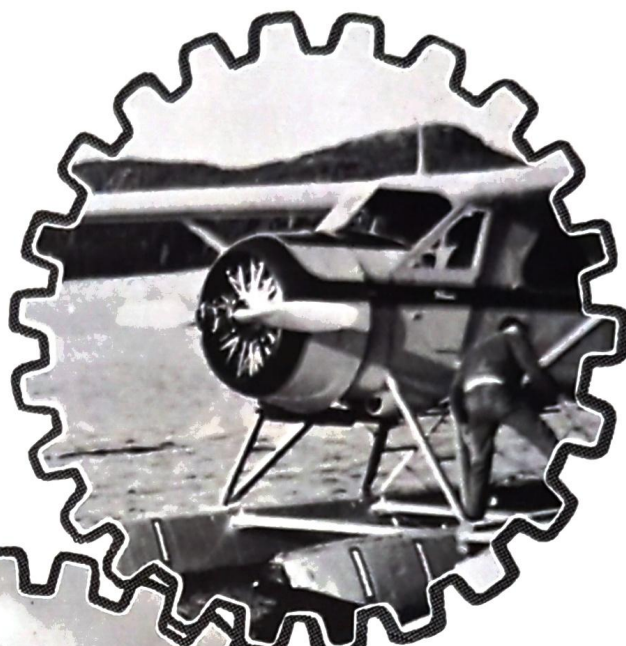


GEARED *for* PROGRESS

in the
CONSTRUCTION, INDUSTRIAL & COMMERCIAL
GROWTH OF OUR PROVINCE



WHEN YOU COME HOME THIS
SUMMER YOU WILL SEE FOR
YOURSELF THE TREMENDOUS
STRIDES THAT NEWFOUNDLAND
HAS MADE—AND THIS IS ONLY
THE BEGINNING!



WILLIAM J. LUNDRIGAN

LIMITED

AND ASSOCIATED COMPANIES

HEAD OFFICE: RIVERSIDE DRIVE, CORNER BROOK.



ST JOHN'S HARBOUR



ALEXANDER BAY—MIDDLE BROOK

McNAMARA Construction of Newfoundland Limited

95 ELIZABETH AVENUE • ST JOHN'S • NEWFOUNDLAND



FLINKOTE PROJECT—FLAT BAY



MARINE SCIENCES RESEARCH LABORATORY, LOGY BAY, NEWFOUNDLAND

DOBUSH STEWART BOURKE HOLTSHOUSEN
ARCHITECTS AND CONSULTANTS
CARTER BUILDING, ARGYLE STREET
ST. JOHN'S NEWFOUNDLAND

Newfoundland Hardwoods Limited

ST. JOHN'S
NEWFOUNDLAND

manufacturers of high grade
wood veneered panels for wall
panelling & furniture construction



Newfoundland Fibrply Limited

ST. JOHN'S
NEWFOUNDLAND

manufacturers of fibrply the
all purpose board

McNamara Industries Ltd

a Newfoundland Company



**STRUCTURAL STEEL
FABRICATION
AND ERECTION**

**Manufacturers of
STEEL BRIDGES
CATWALKS
GUARD RAILS
LADDERS**

ST. JOHN'S NEWFOUNDLAND

OCTAGON DIAL 368-3186, 368-3189, 368-3180



HOYLES HOME FOR THE AGED



Newfoundland Engineering & Construction Company Limited

ENGINEERS BUILDERS & CONTRACTORS

MAIN OFFICE

WOOLWORTH BUILDING WATER STREET ST JOHN'S

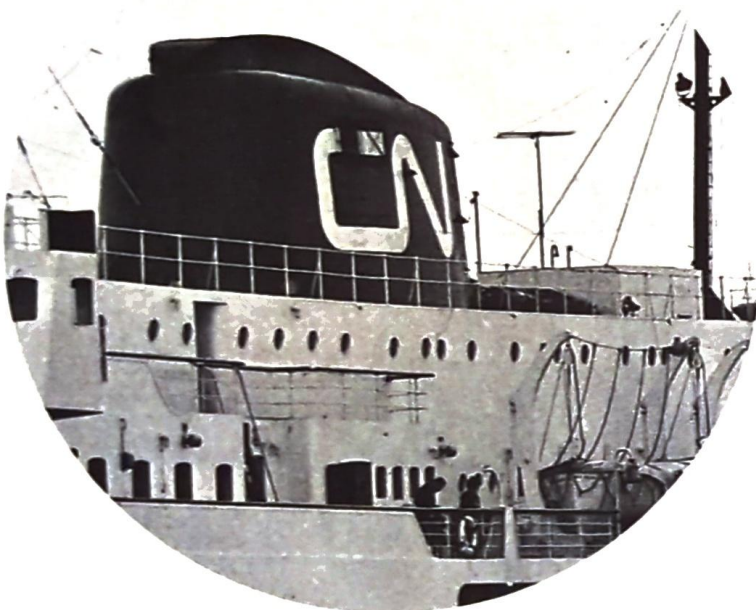
P.O. BOX 1058

DIAL 578-7766 578-7377 578-0396

A vital network of transportation, communications and service — that's Canadian National in Newfoundland. Eight hundred miles of track provide passenger and freight service for the province's people and products. Distance is overcome by the electronic engineering of CNT — telephones, telex, microwave, mobile telephones, and facsimile transmission. Tourists, visitors, conventions, receptions, and business meetings receive traditional hospitality at CN's 140-room Newfoundland Hotel. Modern CN ferries form a daily link to the mainland for passengers, cars and freight. Regular freight and passenger service to many of the coastal communities of Newfoundland and Labrador is provided by CN's fleet of 12 ships. CN's dockyard at St. John's makes the port a convenient repair station for Atlantic shipping.



Serving Newfoundland's industry and people





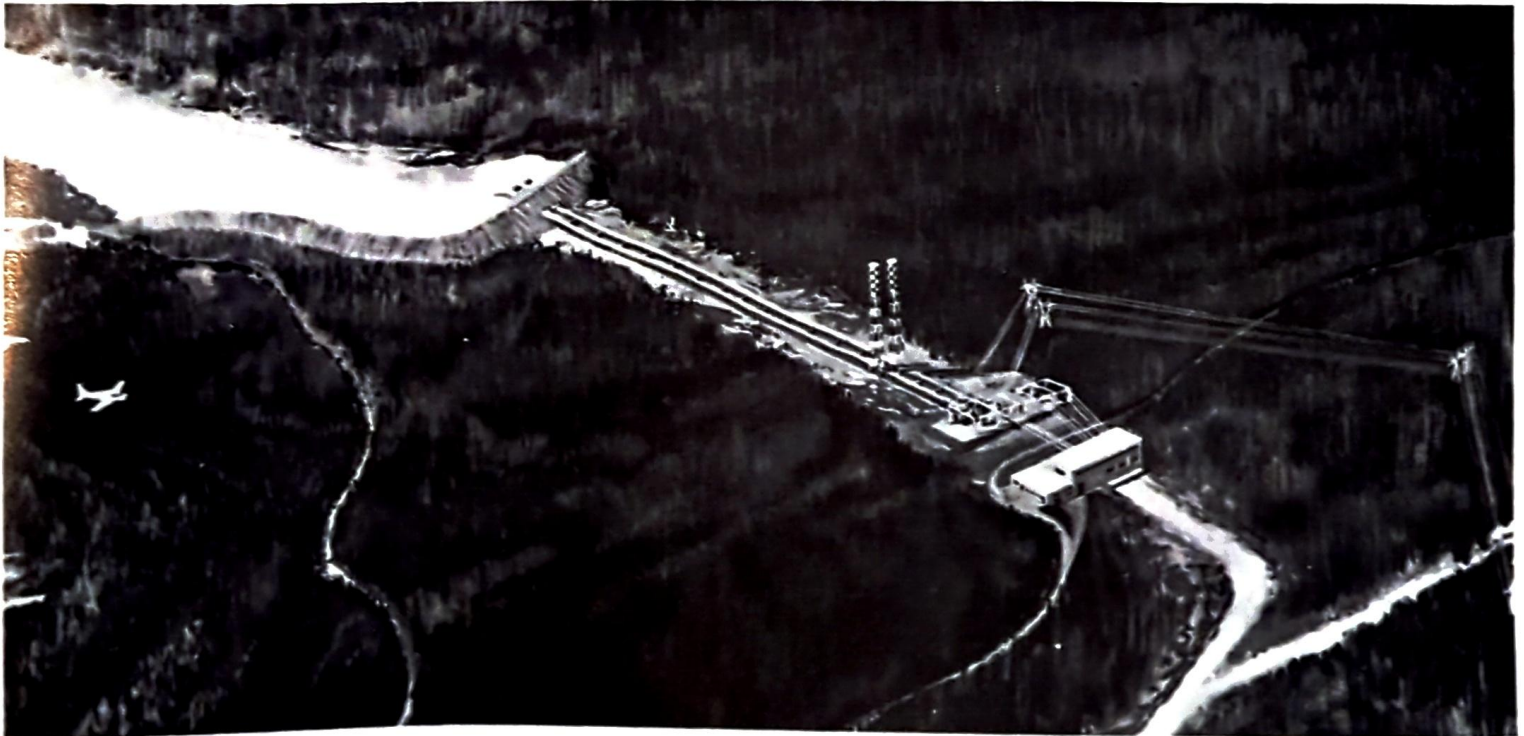
NEWFOUNDLAND AND LABRADOR POWER COMMISSION

Welcomes you to Newfoundland

The Newfoundland & Labrador Power Commission is now engaged in two large Projects, totalling \$80,000,000. These are:

- 1 The Bay d'Espoir Hydro Development, with an ultimate installation of upwards of 700,000 Horsepower.
- 2 Construction of approximately 600 miles of High Voltage Transmission Line, interconnecting Bay d'Espoir and the existing power supply on the Island.

The firm schedule of power from Bay d'Espoir is early in 1967, and completion of Grid by 1966. Provision is being made in this new Grid for delivery of large blocks of power from the Churchill Falls Development—1970-71.





WELCOME HOME



Come home year 1966

Newfoundland
welcomes you!

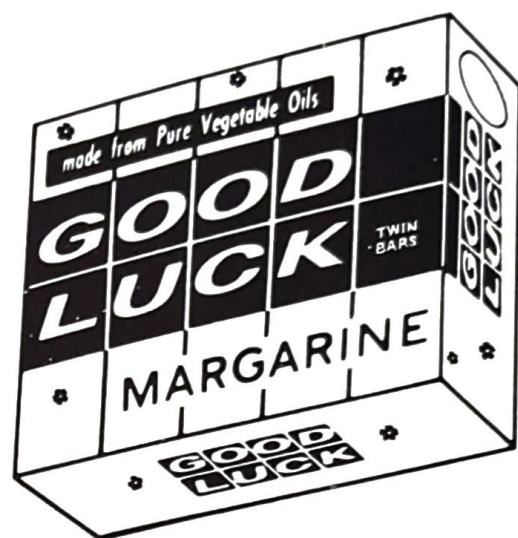
Why not stay and join in
Newfoundland's
Parade of progress ?

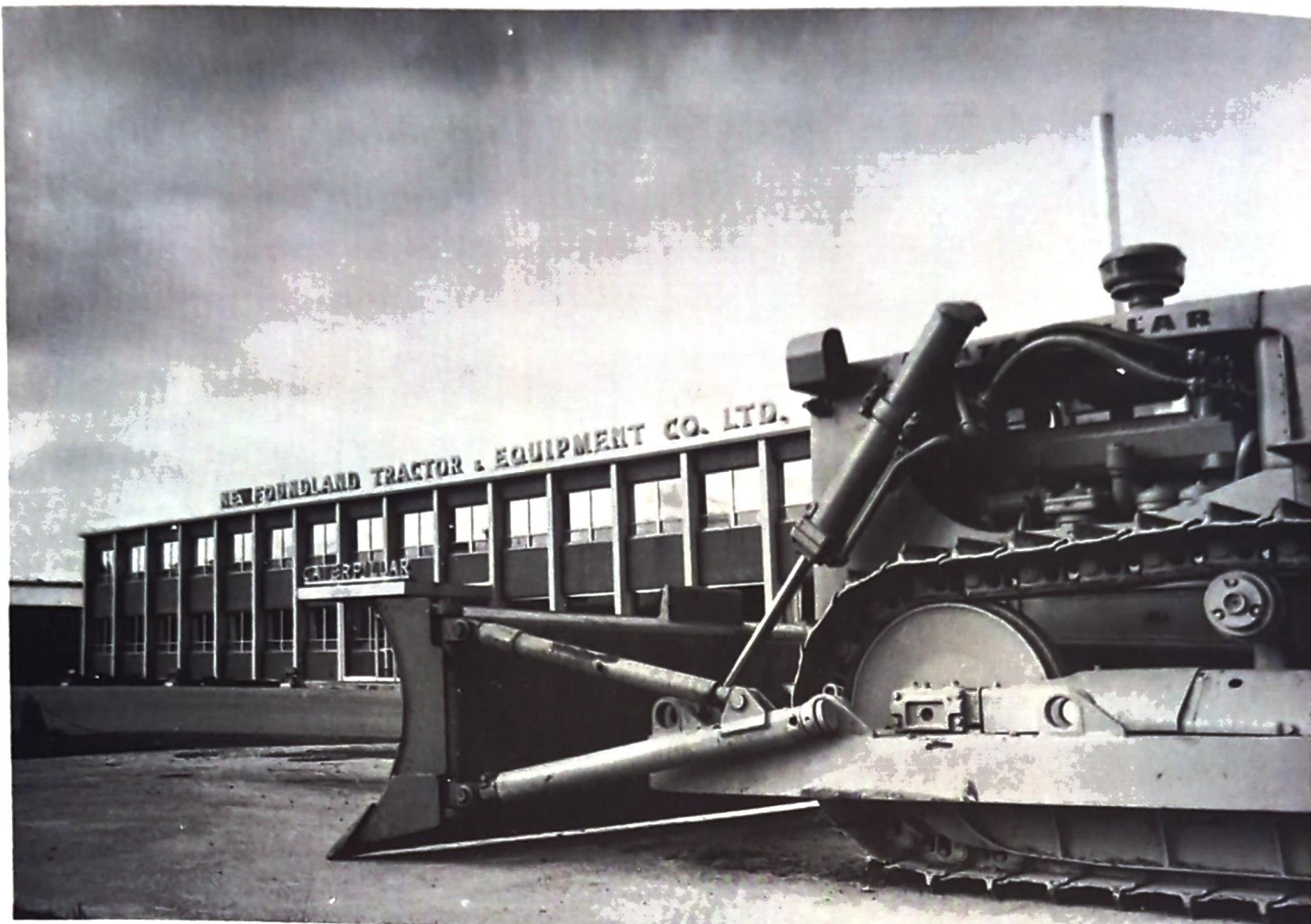
Newfoundland
LIGHT & POWER
COMPANY LIMITED

THE NEWFOUNDLAND MARGARINE COMPANY LTD

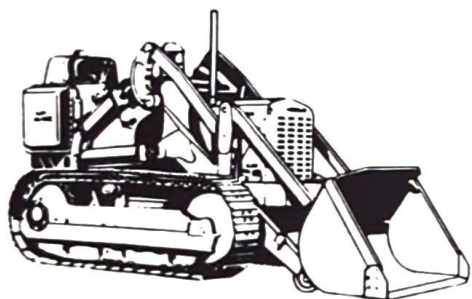
ST. JOHN'S, NEWFOUNDLAND

*Manufacturers of
'Good Luck' Margarine
Made fresh daily in Newfoundland
from 100% pure vegetable oils*





YOUR CATERPILLAR DEALER



**NEWFOUNDLAND TRACTOR
AND EQUIPMENT CO. LTD**

SAINT JOHN'S • GRAND FALLS • CORNER BROOK • GOOSE BAY



A warm welcome home

May your stay be enjoyable
and, when leaving,
take back fond memories
of your visit.

THE NEWFOUNDLAND BREWERY LTD

Brewers of India Beer, India Pale Ale, Molson Canadian, Lager, Molson Export Ale



PLANT AT CORNER BROOK



NORTH STAR CEMENT LIMITED

P. O. BOX 160
TELEX 016-4418

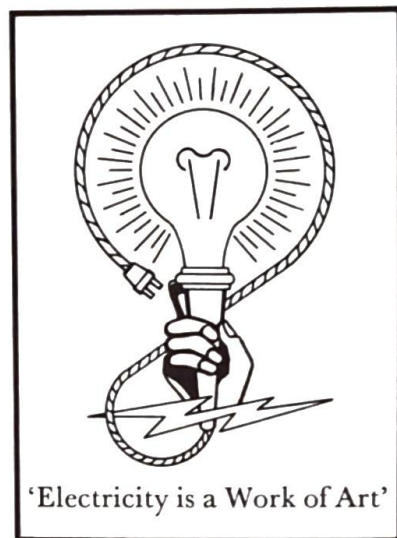
CORNER BROOK
NEWFOUNDLAND

AREA CODE 709
PHONE 634-4151

NOSEWORTHY LIMITED ELEC
TRICAL CONTRACTORS 161 GOW
ER STREET ST. JOHN'S NEWF
FOUNDLAND ART NOSEWORTH
Y LIMITED ELECTRICAL CO
TRACTORS 161 GOWER STREE
T ST. JOHN'S NEWFOUNDLAND
ART NOSEWORTHY LIMITED
FOUNDLAND ART NOSEWORTH
Y LIMITED ELECTRICAL CO
TRACTORS 161 GOWER STREE
T ST. JOHN'S NEWFOUNDLAND

**ART NOSEWORTHY LIMITED
ELECTRICAL CONTRACTORS
161 GOWER STREET ST. JOHN'S
NEWFOUNDLAND**

NOSEWORTHY LIN
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PRICE (NFLD.) PULP & PAPER LIMITED

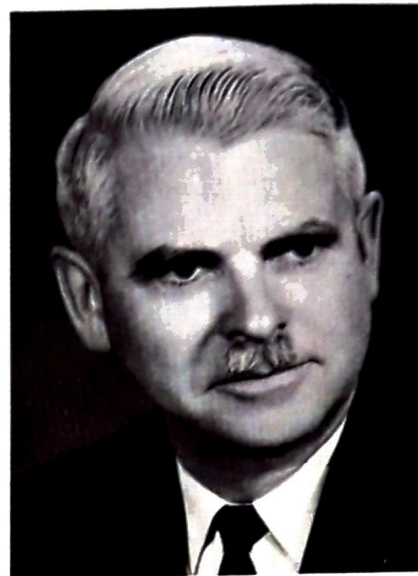
Pioneer newsprint mill launches \$20,000,000 expansion programme



The Rt Hon the Viscount Rothermere of Hemsted, Chairman, Associated Newspapers



T. Ross Moore, Chairman of the Board and President of Price (NFLD.) Pulp & Paper



L. D. Wickwire, Vice President and Resident General Manager

A keen awareness of the necessity of constantly adjusting to an ever changing environment is the key to the success of any corporate structure. Such is the case with Price (NFLD.) Pulp & Paper Limited (formerly Anglo-Newfoundland Development Company, Limited)—Newfoundland's pioneer newsprint mill which went into operation more than a half century ago. Since 1909—the year in which the Company actually first started turning out newsprint—the Company has continually changed and expanded its operations to meet the requirements of changing times. And these recent years have been no exception.

A start on the first phase of a \$20 million expansion programme, which includes the installation of a large new paper machine, and the completion of a \$3 million central wood handling system top the list of improvement projects which the Company has undertaken in recent years.

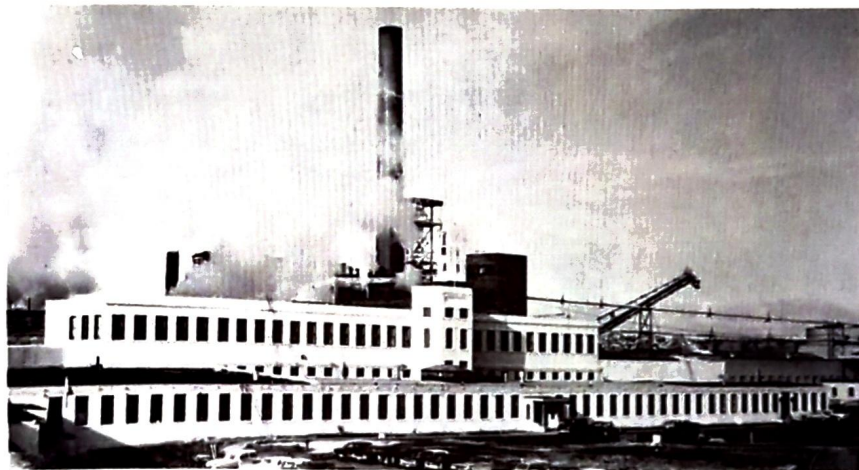
The installation of the machine at the Price (NFLD.) Mill was approved in the spring of 1965. When installed, it will be capable of producing in excess of 400 tons of newsprint a day. The power to run the machine, which is scheduled to go into operation in 1967, will be generated at Bay D'Espoir.

Described as the finest year-round wood preparing operation in the pulp and paper industry, the new central wood handling system actually involves three systems: the barking system, the reclaiming system, and

the chip system. The programme to centralize the wood handling operations, and change to year-round barking from the previous policy of barking wood only in summertime, started early in 1963. The main advantages for the large expenditure involved are quality improvements and the economic advantages of centralizing the operation. Under the new system there will be improved operating efficiencies, a reduction in wood deterioration, reduced bleaching agents and less maintenance.

The result of the constant quest on the part of Price (NFLD.) to improve and expand its facilities has been evidenced in newsprint of extremely high quality, capable of competing successfully in world markets.

The Price (NFLD.) Pulp & Paper mill at Grand Falls, Newfoundland



Woods Department

The Woods Department of Price (NFLD.) has also recorded tremendous change and progress in recent years. Logging operations have become increasingly mechanized, and improvements in the fields of communications and transportation have produced startling changes. The wheeled skidder is the latest pace setter in the growth of mechanization. This machine, with its articulated steering, transports tree-length wood from the cutting area to truck roads where it is cut into standard four-foot lengths for barking, chipping and grinding. An improved road network permits Tandem trucks, with a capacity of five to six cords, to transport this pulpwood directly to the mill.

A logger at work



Rebuilding at Botwood

The work of designing and building new newsprint handling and storage facilities to replace those destroyed by fire at Botwood on August 17, 1961, was one of the major engineering tasks ever to face Price (NFLD.). The project called for a capital outlay of some \$2 million. The new facilities, as modern as those existing anywhere in the world, went into operation less than eighteen months after the fire. In the interim, Price (NFLD.) continued to export newsprint through hastily designed emergency equipment, which functioned very well despite obvious disadvantages.

History of A.N.D.

The forerunner of Price (NFLD.) Pulp & Paper Limited was incorporated in 1905 by the publishers of the London Daily Mail—Alfred C. Harmsworth, later Lord Northcliffe, and Harold Sidney Harmsworth, later Lord Rothermere. Overcoming all opposition local and abroad, the Harmsworths saw their mill go into operation in the remote area of a sparsely populated island in 1909. The first roll of newsprint was manufactured on December 22 of that year. The Company's mill has been turning out newsprint ever since then, in steadily increasing amounts and with consistent improvement in quality.

Initial capacity of the Grand Falls mill was 30,000 tons annually. Capacity had increased to 100,000 tons a year by 1929. The Company's actual newsprint production in its 25th year of operation—1934—was 153,689 tons. Capacity today is rated at an average of 800 tons per day or approximately 300,000 tons annually.

Role in Education

From its inception, the Company has played a major role in education in Newfoundland. It was at Grand Falls that the Amalgamated School System had its beginning in the Province. The Company maintains scholarship funds for both high school and university students. When the Memorial University of Newfoundland was created in 1949 by Act of the House of Assembly, Lord Rothermere, son of one of the Company's founders, was invited to serve as its first Chancellor. Through Lord Rothermere, the Company donated a Residence for men attending the University, as well as sizeable cash grants. Lord Rothermere himself established the Rothermere Foundation Scholarships which enable Newfoundland's students to continue their post-graduate studies at leading universities in the United Kingdom. The Company donates in excess of \$100,000 annually to various educational projects in Newfoundland.

The Harmsworth Regional Library



A.N.D. administered the town of Grand Falls, which grew around the Company's mill, until 1960. It then became apparent that the task of governing a community of some 6,000 people should more properly be carried out by its residents. With this in mind, a Board of Trustees assumed the responsibility of governing the town in January, 1961. This was the first step towards the incorporation of the town of Grand Falls. On November 14 of that same year a seven-member council was elected to administer the affairs of the town. Over the past several years the Company has slowly reduced its property ownership in the town of Grand Falls, until at the present time only token holdings remain. In 1964 the town was presented with an official Coat of Arms by the Honourable Vere Harmsworth on behalf of the Harmsworth family.

The most important event in the Company's recent history, in fact probably the most important single event since the start of operation, was the merger of Price Brothers and Company, Limited with Anglo-Newfoundland Development Company, Limited and its subsidiaries, among which were Gaspesia Pulp and Paper Company, Limited. The resulting group is one of the largest newsprint producers in the world, with markets in the United States, the United Kingdom, Europe, Australia, Africa, Ceylon, India and elsewhere. The Price group of companies now has production facilities capable of manufacturing more than one million tons of pulp and paper per year, and is one of the five largest producers of newsprint in Canada.

Name Change

The name of the Company was changed from Anglo-Newfoundland Development Company, Limited to Price (NFLD.) Pulp & Paper Limited at the annual meeting of the Company's stock holders held April 29, 1965. The change was brought about through the pressures exerted by keen sales competition in the pulp and paper industry. In an industry where every ton of paper sold means employment and prosperity, there is little time for the more sentimental considerations which otherwise might have prevailed in the matter of retaining the original name. However, the old name is one to be proud of, and its association with the development of Newfoundland will stand out in the history of the Province.

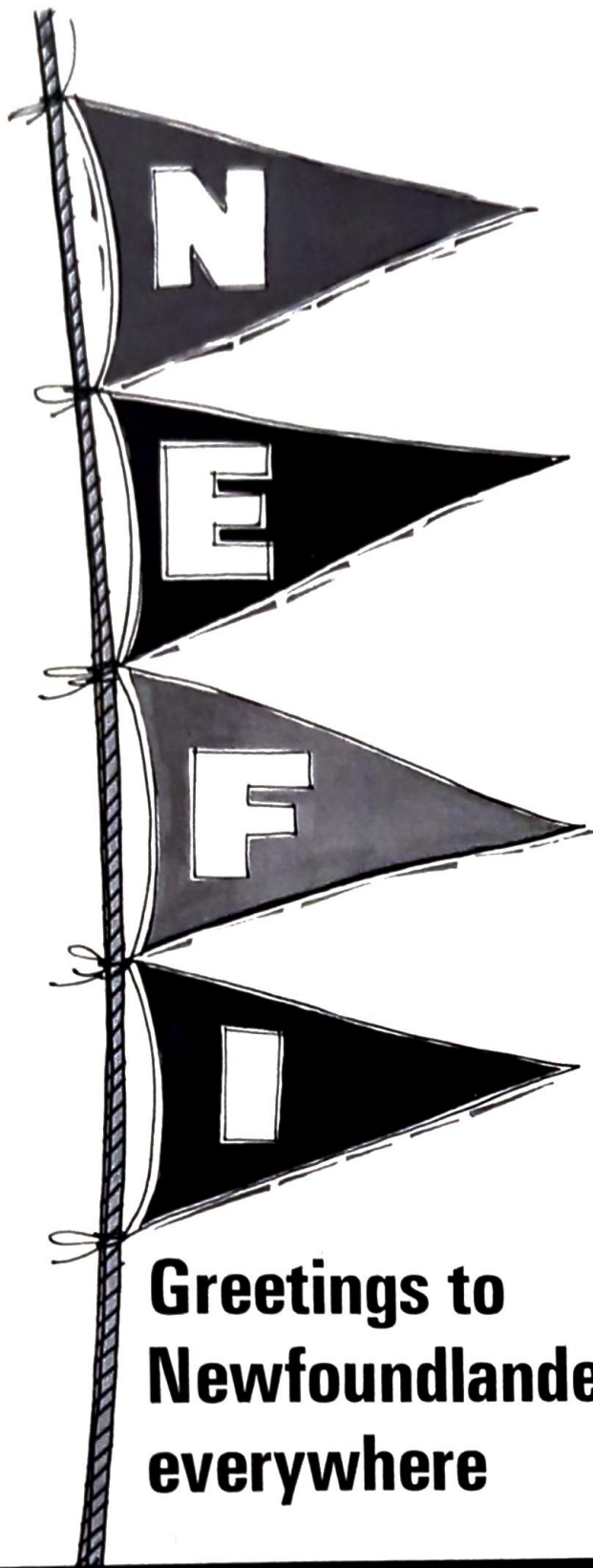
A wheel-skidder in action at New Bay



Employees and the company contributed towards the construction of the new hospital

Conclusion

The battle to maintain a competitive position in the newsprint world still goes on, and will continue at Price (NFLD.) for many years to come. The Company is far removed from its customers, its timber limits are scattered and in places scanty, and the terrain is rough for machines. The mill is not located at tide water, and so the Company must operate a railway to ship paper and transport material. Yet the spirit and determination which led the Harmsworths to establish A.N.D. at Grand Falls just after the turn of the century remain alive in the Company today. The days ahead may be trying, but the ability and resolution which brought the Company through a major world depression and two world wars still live. As for the future, Company policy is clear: continue with the modernization and rehabilitation of the mill; centralize and mechanize the woods operations; and reduce production costs to keep the Company competitive, thereby assuring its continued great contribution to the economy, not only of Grand Falls and the Central Newfoundland area, but to the whole of Newfoundland.



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Washed by a sea of English grey,
And they named it Newfoundland at sight;
It's rather the land of Heart's Delight."**

P. E. GOLDSMITH

THOUGH Cabot Strait separating Newfoundland from Nova Scotia is but sixty miles wide, it seemed too great a distance to the men in Halifax guiding the destinies of the Royal Bank back in the 90's. So they decided to bring things closer together by opening the very first branch of the 'Royal' outside Canada's borders. That branch was our present Main Branch in St. John's, which was established seventy years ago, in 1895.

Since that far-off day, many historic events have occurred in the history of this great province, not the least of which has been the tremendous growth of her economic and commercial life—a life with which the Royal Bank has been closely identified for many years.

From small beginnings, our branch network has expanded to over 20 strategically located offices, serving Newfoundlanders throughout the province.

*We hope that when you 'come home' to the land of
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The Story of STANDARD

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Our plant is situated on Water Street East in St. John's and has been in this location since 1902 although many additions have been made to the plant since that time. It is the largest paint plant east of Montreal and is completely modern in all aspects. High speed equipment backed up by laboratory chemical research gives our plant a two million gallon per year potential.

We have salesmen servicing the Provinces of Quebec, New Brunswick, Nova Scotia, Prince Edward Island, as well as Newfoundland-Labrador. Warehouse stocks held in strategically placed centres allow swift service to our customers in all these areas.

In Montreal we have a major interest in a synthetic resin manufacturing operation and all of our liquid vehicles come from this plant. They travel by rail freight in large steel tanks of sixteen hundred gallons capacity and five tanks are carried on a flat car.

Situated in Cleveland, U.S.A., is one of the finest paint research laboratories on the North American continent. Combined with seventeen other regional paint

manufacturers we support Coatings Research Group Inc. This research facility with its large staff of chemists is responsible for developing some of the "firsts" in the industry and forms a strong supporting entity to our own very substantial laboratory. Therefore, Matchless customers are always assured of new products as they are developed, and when they are new.

The future of our industry is well assured and we can see increasing quantities of our products moving to all areas of influence.

New methods of shipping raw materials being employed today will assure our customers even better service than has ever before prevailed.

Matchless paint has been known for quality products designed for the ultimate in protection against Maritime weather conditions. However, our company manufactures many specialty and exotic finishes for specific application—Marine finishes for ships, Matflint epoxy for protection of mining equipment and power plants such as Bay d'Espoir, screen process paints for advertising, etc. The list of items is long and imposing and far too numerous to mention all types. Suffice it to say that if it is put on by brush, spray, roller or dip application, we manufacture it.

J. C. McCarthy



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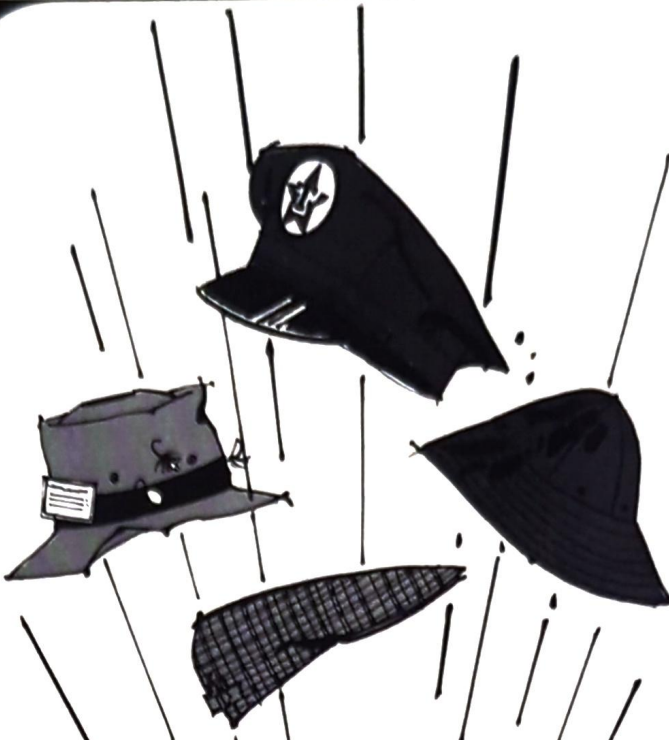
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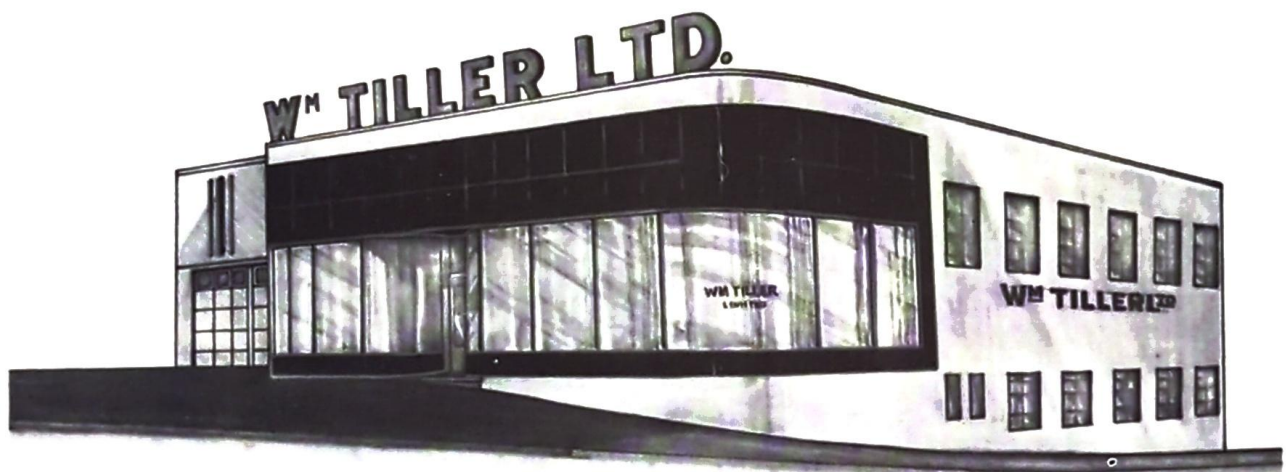
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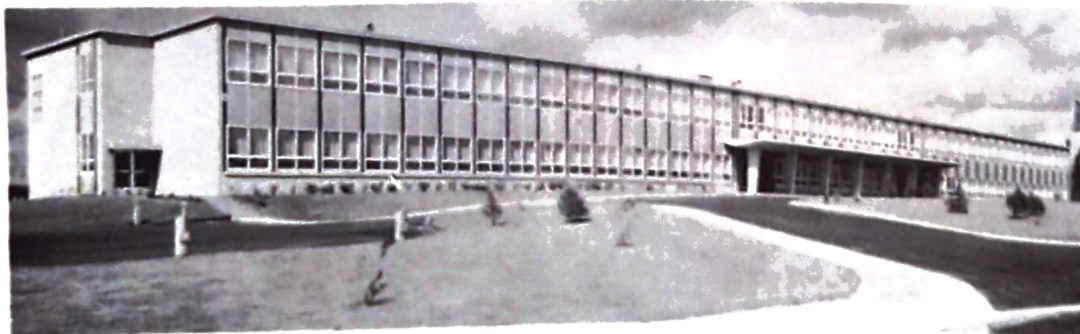
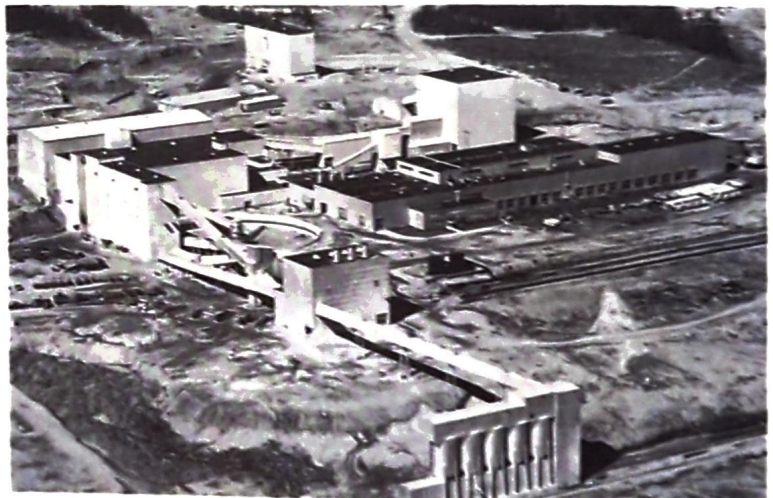
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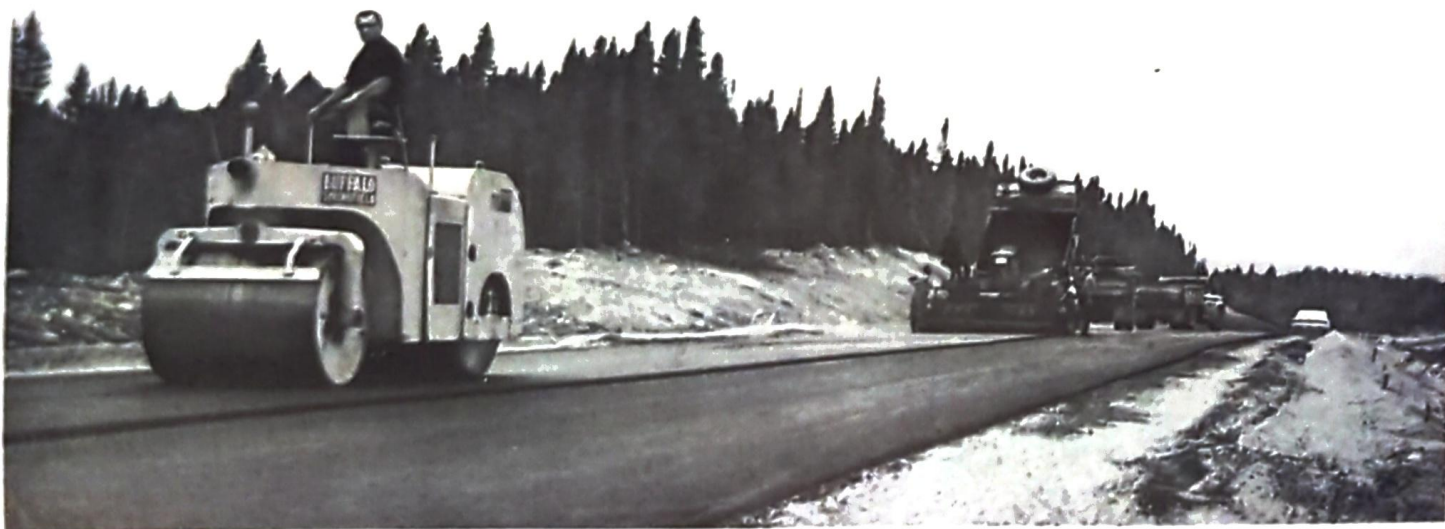


▲ Wabush plant produces 5.3 million tons of high grade iron ore concentrate yearly

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